

NELSON MANDELA
UNIVERSITY

Business School

November 2023



YEAR END
NEWSLETTER

Reasons To Be Proud

South Africa Norway (SANO) Interns for Sustainability

The SANO Exchange Programme is designed to encourage young researchers to explore and further study focus areas that assist and support the dire challenge of marine pollution. The aim of this programme is to further the current collective knowledge, through participants from multidisciplinary teams across academic, social, geographic, cultural, and legislative backgrounds, to assess projects for further research and implementation.

"I was privileged to have been selected to represent the NMU Business School in the SANO Exchange Programme – Cohort 3 in 2022/23. My inclusion in this exchange programme was extremely valuable as my own research aspires to investigate the adoption of alternative packaging in order to reduce packaging waste. "- Mrs Alicia Knoetze

The programme started in December 2022 and as it was jointly operated by the Sustainable Seas Trust based in South Africa, the 'Kick-off Workshop' was facilitated here in Port Elizabeth/Gqeberha. During the week of 04-09 December 2022, the respective teams were given the opportunity to meet in person and to design and formulate possible research proposals.

Alicia said: "On the fieldtrip we were taken to one of the islands to collect waste and bag it for transport. It was heartbreaking to see that most of the waste collected had been buried so deep that it was no longer visible to the eye, until you started working and could hear the plastic crumble under the grass surface. It reiterated that this was not a 'recent problem' but something that had culminated over a period of time, for which the solution was also not a simple quick fix. Thank you to the Sustainable Seas Trust (SST), the Norwegian University of Science and Technology (NTNU) as well as Nelson Mandela University (NMU) Business School for the opportunity to have been part of this amazing journey. "

Ms Phumelela Zahela, (Masters in Maritime Management Intern), was part of the SANO project within a team of six multi-disciplinary students investigating how to deal with the universal problem of "keeping plastic out of the ocean". The project ended in August 2023, with both Alicia and Phumelela being part of the winning team in the poster competition.

Phumelela said: "Going to Norway was a captivating experience for many reasons. There are so many similarities and differences between the two countries. What stood out the most is that plastic pollution is a unanimous issue that will require effort from everyone to evoke change. Personally, seeing the statistics about Norway and their low pollution rates, but then actually seeing the pollution on the islands was eye opening. I love that there was something we can take away from their methods of recycling and try to implement it in our home country and try to induce behavioural change in South Africans."

This project was funded by the Norwegian Retailers Association Environment Fund and included about 60 participants from different South African and Norwegian universities.



Data Science For Managers

Our new and exciting elective module in our MBA Programme, Data Science for Managers launched for the first time. This programme brings about a new differentiating factor for the Nelson Mandela University Business School MBA programme. Dr Louise De Koker led the development and implementation of the module. She is the main lecturer and the facilitator of the programme.

The module covered various topics relating to data science with strong industry applications; it presented views on the related technologies coupled with strong elements of leadership in data. Four guest lecturers from industry and academia joined to enrich the content and discussions. The students enjoyed engaging in these discussions and it made for robust interaction with this topic. The students also grappled with coding in R and Python, making it a well-rounded module of technical and non-technical components.



Pictured Above: Dr L De Koker with her first group of students

Research into AI disruption of Human Resource practices



Pictured Above: Prof Paul Poisat

Research into AI disruption in the Human Resources field is a dynamic and evolving area of study that holds significant implications for the future of work. A crucial aspect of our research explores how an AI-driven culture change process empowers strategy implementation. The study combines AI-driven HR practices with organisational culture change processes and determines the effective implementation of strategy.

Traditional HR processes often rely on human judgment and intuition, making it challenging to quantify the influence of HR interventions on culture. AI, with its data-driven approach, offers the potential to measure culture change objectively. By leveraging data analytics and natural language processing, insights are gained into how AI interventions shape workplace culture, providing valuable insights for organisations seeking to foster a positive and adaptive work environment. Another intriguing dimension of AI research in HR is the assessment of personality traits.

AI-driven algorithms are increasingly being used to determine personality traits, raising questions about the accuracy and reliability of these assessments compared to traditional personality tests. Our research is focused on evaluating whether AI's ability to analyse numerous data, including facial recognition and communication patterns, leads to more precise personality assessments. Additionally, the ethical concerns related to privacy and the potential for algorithmic biases in personality assessment are also addressed. This research will provide clarity on the practicality and effectiveness of AI in HR but also informs discussions about privacy, ethics, and the balance between technological advancement and human judgment in shaping the future of HR practices.

As a promoter of cultural cooperation between China and South Africa, the SAC think tank is working on bringing high-end Chinese families to the Eastern Cape to experience the wildlife, community development, higher education and outdoor sports. The members of this tour group are all high-net-worth families in China. They came to Nelson Mandela University Business School on 20 July 2023 to understand the university education system in South Africa and consider sending their children to study here in the future. They attended a SA History and Culture Lecture by Dean Allen, a collaboration initiative by Prof Arielle Liu at Nelson Mandela University Business School.



Family Day



The Nelson Mandela University Business School held a drive where students and staff donated animal food, blankets along with other supplies for Domestic Animal Care during a Family day that was held at Eddie Mac's on 24 June 2023. On behalf of the Relationship and Coordinators' offices, we would like to thank you for the support shown at our Family fun day in support of Domestic Animal Care.

In total have raised the following:

- R 3 052 in cash donations
- 2 Duvets
- 7 Pillows
- 1 dog bed
- 12 blankets
- 1 rubber bed
- 17 small tins
- 22 big tins
- 18 sachets and,
- 256,9 kgs of dry food.



Pictured Above: Dr Louise De Koker

The AMBA conference was quite insightful, as it looked at programme design and technology. The way in which the university operates and the way that students learn has changed over the years and the conference revealed that we have many things to still do here at Nelson Mandela University. We would like to enhance our MBA programme, which is the reason why I attended the conference.

I believe that there are many ways that we can enhance the programme through what was shared at the conference. Some of the topics discussed included 'how to boost graduate employability as well as looking at designing programmes. There was a very interesting study of Gen Z and the way in which they see the world, something else that was interesting was 'How leadership is trained, with a special focus of the softer skills like trust and encouragement especially after Covid. A quote that stood out from that was 'we should not empower managers, but we should train them to encourage them to empower others', which I thought was quite interesting.

Woman in Maritime Research Award

A conference and awards dinner dedicated to emphasising the contribution of women within the South African maritime sector provided a fitting close to Women's month in the country by celebrating significant achievements and discussing experiences. Speakers at the conference, which was organised by the South African International Maritime Institute (SAIMI), sought to identify existing challenges for women and new entrants as well as outline an implementation plan for stakeholders that leverages on existing partnerships as well as networks.

It is clear that participants were energised by frank discussions during the day, but equally keen to celebrate the significant successes of their peers at the awards dinner. Nine awards were presented to notable contributors across a number of categories with Dr Nomtha Hadi from Nelson Mandela University Business School winning the 'Woman in Maritime Research' award.



Master of Maritime Management

The purpose of the Master of Maritime Management is to enhance specialised skills and experience in the maritime business and management arena. The qualification is designed to provide strategic business skills and knowledge for current maritime professionals working in the maritime sector and related supply chain industries, including offshore and land-based activities.



On the 11 July 2023 the Nelson Mandela University Business School held a guest lecture on Climate Finance by Professor Larry Swatuk from the School of Environment, Enterprise and Development (SEED) at the University of Waterloo Canada. Business School staff as well as Master of Maritime Management students were in attendance.

ProDBA Block 3

Block 3 of the Business School's DBA (Coursework) degree took place from 21 to 25 August 2023. Block 1 and 2 took place in February and May respectively. The focus of Block 3 was theory of applied research and advanced research, qualitative and quantitative research techniques for doctoral students. Professor Cecil Arnolds, the Research Director of the Business School, lectured on Theory of Applied Research. Professor Terri Carmichael of the WITS Business School took the students through their paces for the qualitative sessions, while Miss Carmen Stindt, previously associated with the Research Capacity Development Department of our University focused on the quantitative sessions. Both presenters spoke highly of the ProDBA approach and the excellent level of preparedness the students have achieved through this approach. The students, on the other hand, expressed their appreciation for the growth that they have obtained over the three contact blocks. They were in total agreement that they have gained better clarity and confidence about their doctoral research journey going forward.

It seems that maritime management studies are becoming a strong focus in ProDBA studies, with three (3) students investigating topics in this focus area. Such topics include:

- A framework to improve investment promotion in South African ports.
- Critical factors to increase readiness for Industry 4.0 in South African ports
- Using the ROPMIS (Resources, Outcomes, Processes, Management, Image, Social Responsibility) service quality framework to increase customer satisfaction and retention in South African ports.

Other topics include:

- The strategic impact of business process engineering on supply chains in the public sector.
- Exploring a data-integrated management framework to support South Africa's energy vision and objectives – the Eskom case study.
- Converting distribution centres into fulfilment centres within the context of omni-channel logistics.



Woodlands Dairy Visit

Much gratitude to Mrs Michelle Brown from Brown's PR who connected the Business School with Woodlands dairy for a site visit. The PDBA Entrepreneurship class and a number of Business School staff members visited the Woodlands dairy at the end August 2023.

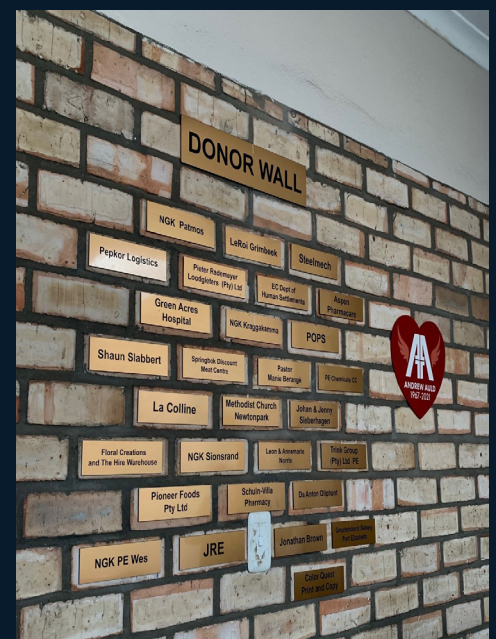
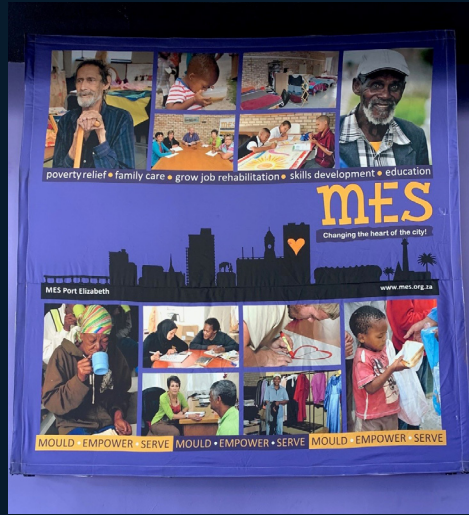
The goal of the visit was to learn more about the operational aspects of the dairy with a strong focus on some of their sustainability initiatives. On the day, we were exposed to various initiatives undertaken by Woodlands dairy such as the Biomass Boiler and the Water treatment plant.

The assurance of quality was covered extensively in a presentation by Mr. Andre Adendorff who also accompanied us for a tour of the facilities.

Marisa Maccareffi, Marketing Executive of Woodlands as well as a final year MBA student at the NMU Business School contributed greatly to the arrangements and making us feel welcome on the day. The effort to ensure a Sustainable Future at Woodlands is certainly applaudable. We learnt that taking a first step towards sustainability is more important than focussing on the Return on Investment. It is often the ROI conversation that stops us from taking the first step.



Sanitary Drive



MES Gqeberha branch was established in 2008. The services offered by the branch are anchored in Christian values and by utilising the MES Holistic Service Model that addresses the clients physical, emotional, spiritual and developmental needs. The branch has become a space where the homeless of the inner city of the Nelson Mandela Metro and the Eastern Cape are provided with temporary residential care.

This 100 bed facility in Hiles street, Korsten is where the homeless can sleep safely and have access to ablution facilities and experience social relief. This facility provides a platform to engage each person in a development cycle of a mentorship programme with the aim of harm reduction, creating a sense of belonging and the will/ability to respond to opportunities in a responsible way. The shelter accommodates and runs a service centre for homeless over sixties and those with mental or physical disabilities who have little or no family support.

The Nelson Mandela University Business and Economic Sciences Faculty in partnership with the Business School held a sanitary drive during womens month where staff as well as students were encouraged to donate sanitary products. Thank you to every person who managed to donate, your efforts made a major impact in the lives of the women at the MES shelter.

IBC Conference 2023

ChatGPT, one of the large language model (LLMs) platforms, has challenged and changed the educational landscape for educators and students. Research on this topic ensured that two Nelson Mandela University academics received top accolades at an international business conference with their innovative research paper, which showed that ChatGPT could pass an MBA in South Africa.

Their paper titled "ChatGPT: The New MBA Student in your Class", received the Best Paper Award at this year's 16th International Business Conference (IBC 2023) hosted in Swakopmund, Namibia, last week (24 – 27 September). Department of Computing Sciences Distinguished Professor, Prof Andre Calitz and his wife, Prof Margaret Cullen, a professor at the Nelson Mandela University Business School, beat over 283 other papers that were submitted to the conference.

The 2022 examination papers for MBA modules from different Business Schools in South Africa were presented to ChatGPT, answers were generated and marked by the specific course examiners. ChatGPT passed 12 of the 15 modules. The feedback provided by the examiners was that ChatGPT successfully provided facts, however when new case studies were used, the application could not produce correct answers nor insight and application.

According to Prof Calitz, "Technology in learning and teaching must be embraced to prepare students for the world of work. Reimagining and rethinking the approach to learning and teaching to provide students with the skills of tomorrow has become an imperative for educators, which cannot be achieved without the inclusion of technology".

A combination of AI powered training with real world practice and academic theory will offer a more comprehensive learning experience, which would add value to MBA graduates. It can help students develop critical thinking, one of the most important MBA graduate attributes. Prof Cullen will be including the use of ChatGPT in both her modules in 2024- Strategic Marketing and Entrepreneurship



Pictured Above: Professor Cullen and Professor Calitz





Absa BEN-Africa Conference

CORRUPTION: Ubuntu and the Opportunity for Change

1 - 3 NOVEMBER 2023

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The Business Ethics Network of Africa (BEN-Africa) (www.benafrica.org) mission is to strengthen the commitment and competence of Africans to do business with moral integrity by facilitating interaction between academics and practitioners who share an interest in business ethics. During the Absa BEN-Africa's annual conferences scholars and thought leaders from all sectors of society engage in robust dialogue around important ethical challenges that we face in the development of our continent and its people. In the process, we aimed to pursue answers to the question on how to guide business on the challenging path towards an economy based on fundamental ethical values.

This year is an important year for BEN-Africa as we held our 22nd Annual Conference in Gqeberha at our Business School with the theme of which is “**Corruption: Ubuntu and the opportunity for change**”.

As usual, conference delegates showcased their and the organisation's effort to stimulate the discourse on business ethics whilst focussing on the theme of Corruption: Ubuntu and the opportunity to change. Various individual papers were presented both in person and virtually. They dealt with such issues as State capture, corruption, and ubuntu while also interrogating the role of the ethics officer in the organisation as well as the potential role in helping to change the certain legislation. This BEN-Africa conference was also an opportunity for students to showcase their ethics education using poster presentations and this has led to future collaborations with students in other African countries. I believe that this is an excellent developmental tool but also allows the youth to critically think about their role in creating an ethical and just society.

Discovering Wealth in Waste

After the PDBA Entrepreneurship students visited the Arlington Waste Facility, they presented their ideas on how we can begin minimising waste and start the conversation on the implementation of waste management strategies.



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Discovering Wealth in Waste



The Nelson Mandela University Business School PDBA Entrepreneurship students cordially invite you to join the conversation under the theme "Discovering Wealth in Waste" with an aim to:

- Start a conversation about sustainable business through waste management
- Lead the conversation and implementation of waste management strategies
- Develop waste management stakeholder databases
- Establish possible employment opportunities through waste management
- Discuss waste management business plans

Date: 31 October 2023
Time: 17:30 – 18:00
Venue: Business School Auditorium
Contact: akhona.maldaka@mandela.ac.za

RSVP HERE

A Message From The HOD

Dear Business School Staff, Faculty Members, and students,

As we approach the conclusion of another academic year, I would like to express our heartfelt appreciation on behalf of the Business School. Your dedication and commitment throughout 2023 have been instrumental in our collective success.

The exceptional teamwork, unwavering hard work, and continuous efforts have played a pivotal role in helping the Business School achieve its strategic objectives, leaving a positive impact. Your loyalty and support have been invaluable to us and we are truly grateful for your contributions.

As we approach the holiday season, I extend my warmest wishes for a festive and blessed time with your loved ones. For those who will be travelling, please ensure your safety on the roads.

Thank you once again for your outstanding contributions to the success of the Business School.

Sincerely,
Dr Sam A F February
Nelson Mandela University Business School



Pictured Above: Dr February



“Education is the most powerful weapon which you
can use to change the world”

Nelson Mandela (1918 – 2013)



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