

FACULTY OF COMMERCE, LAW AND MANAGEMENT

DEAN: PROFESSOR J COHEN BCom Hons PhD (Witwatersrand)

Master of Business Administration

AGJEE, Zeyn *Master of Business Administration*
PROJECT REPORT: Perceptions and adoption trends of AI for portfolio construction and management in the financial services industry of South Africa

AVANASIGAN, Thareszni *Master of Business Administration*
PROJECT REPORT: Operational challenges and financial sustainability of delivering dialysis services in South Africa

AYOOB, Naeema *Master of Business Administration*
PROJECT REPORT: Impact of telemedicine, telehealth and virtual online consulting in nephrology within South Africa

BALEKWA, Bingo Masiza *Master of Business Administration*
PROJECT REPORT: Competitiveness and profitability of e-hailing vehicle ownership in South Africa

BAPELA, Nthabiseng Onkgopotse *Master of Business Administration*
PROJECT REPORT: The impact of digital wearables on safety in the South African mining industry

BHENGU, Raquelle Zanele *Master of Business Administration*
PROJECT REPORT: The impact of emotional intelligence programmes on corporate leaders within the South African retail industry

BODIBE, Lerato Zakaria *Master of Business Administration*
PROJECT REPORT: Addressing the 4IR skills gap for the South African economy

CELE, Sibusiso Henry *Master of Business Administration*
PROJECT REPORT: Ubuntu and corporate social responsibility in the South African mining sector

CHETTY, Jurant Emanuel *Master of Business Administration*
PROJECT REPORT: Factors influencing life insurance purchases in South Africa

CHETTY, Melanie *Master of Business Administration*
PROJECT REPORT: Corruption and the performance of small and medium enterprises in Gauteng

DAVID, Elmarie *Master of Business Administration*
PROJECT REPORT: Cost performance of OEE in manufacturing: The activity-based effectiveness approach

DIKO, Sifiso Isaac *Master of Business Administration*
PROJECT REPORT: Improved infrastructure delivery through effective implementation of IDMS and supply chain management processes in the Department of Public Works, North-West Province

DLAMINI, Brian Mlandvo Thembinkosi *Master of Business Administration*
PROJECT REPORT: Environmental, social and corporate governance investment on organisational sustainability in the South African mining sector

DUBE, Siphamandla Mbekezeli *Master of Business Administration*
PROJECT REPORT: A business insurance product coupled with an investment policy geared to promote sustainability of South African SMEs

DUME, Kudzayi Claris *Master of Business Administration*
PROJECT REPORT: The challenges of implementing cloud computing in the South African financial sector

DU PREEZ, Samantha *Master of Business Administration*
PROJECT REPORT: Mini glass ceilings and queen bees in management of South African organisations

DU TOIT, Johannes Jacobus *Master of Business Administration*
PROJECT REPORT: Standby power trolleys to mitigate loadshedding using a lease or lease-to-buy business model

DYANTYIS, Nwabisa Siphokazi *Master of Business Administration*
PROJECT REPORT: Affordable housing value creation from the stakeholder perspective

GARANE, Achumile Sinazo *Master of Business Administration*
PROJECT REPORT: An assessment of digital transformation of the South African banking sector

GASA, Sifiso Stanley *Master of Business Administration*
PROJECT REPORT: Implications of psychological contract and trust for organisational performance in the South African clearing and forwarding sector

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PROJECT REPORT: Machine learning in marketing strategy: A socio-technical approach in South Africa

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PROJECT REPORT: Is there a symbiotic relationship between strategy and organisational culture in pursuit of organisational goals in a South African context?

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PROJECT REPORT: South African steel market's preparedness for decarbonisation and the purchase of green steel

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PROJECT REPORT: The impact of culture and leadership on the financial performance and productivity of fast-moving consumer goods firms in South Africa

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PROJECT REPORT: Development programmes to address green economy skills gaps in the South African petrochemical industry

HLONGWANA, Nhlamazi *Master of Business Administration*
PROJECT REPORT: The impact of digitalisation on job security at selected financial services organizations in the Capricorn district of Limpopo

ISAACS, Pulafela Floyd *Master of Business Administration*
PROJECT REPORT: A comparative study of corporate governance practices in Botswana and South Africa

JANSEN, Bareile *Master of Business Administration*
PROJECT REPORT: The role of personalisation in digital advertising on consumer decision making in South Africa

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PROJECT REPORT: Bridging big data analytics skills gap in the financial services sector

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PROJECT REPORT: Factors influencing the approach to risk assessment in scientific and legal metrology in South Africa

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PROJECT REPORT: Assessing skills gap among SMMEs as a barrier of business performance in Gauteng, South Africa

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PROJECT REPORT: Access to digital technology to improve livelihoods in Mhlakulo village, Eastern Cape

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PROJECT REPORT: Coal and the environment: Some implications for South Africa

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PROJECT REPORT: Gamification to educate consumers about cybercrime in South Africa

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PROJECT REPORT: Construction professionals' awareness of automation and robotics in South Africa
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PROJECT REPORT: Adoption of custom artificial intelligence models in South African small and medium-sized enterprises
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PROJECT REPORT: Maintenance planning and asset optimisation process in relation to production performance in South African mining operations
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- MKHWANAZI**, Ayanda Hlanzeka *Master of Business Administration*
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PROJECT REPORT: Digital technology platforms and operational efficiencies of a South African short-term insurer
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PROJECT REPORT: The process for adopting robotic process automation in the South African banking sector
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PROJECT REPORT: Assessment of the implementation of a cloud-based software solution for drug registration at a pharmaceutical company

MORGAN, Michelle *Master of Business Administration*
PROJECT REPORT: The impact of organisational culture on organisational development at a selected state owned entity

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PROJECT REPORT: The Impact of pregnancy on women in the ferrochrome industry in South Africa

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PROJECT REPORT: Implementing blockchain technology in the South African judicial system

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PROJECT REPORT: Project Portfolio Management as an Enabler of Corporate Strategy in a Selected Commercial Bank

MOTAUNG, Sefatsanyane Karabo Kabelo *Master of Business Administration*
PROJECT REPORT: Operational challenges encountered by selected South African multinationals in Nigeria

MOTLOUNG, Tshepo Faith *Master of Business Administration*
PROJECT REPORT: The accessibility of innovative payment solutions for low to middle market clients in South Africa

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PROJECT REPORT: Challenges of entering new pharmaceutical markets in Nigeria and Ghana

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PROJECT REPORT: Exploring recreational and tourism facilities in the tourism industry in Lesotho

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PROJECT REPORT: Risk management maturity and the performance of the city of Johannesburg and its entities

MTYA, Busisiwe *Master of Business Administration*
PROJECT REPORT: Women of colour in the South African workforce: workplace bias and its consequences

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PROJECT REPORT: Integrated electronic human resource management systems for front-line employees and mine safety performance

MUKHWA, Lavhelesani Michael *Master of Business Administration*
PROJECT REPORT: 4IR skills readiness in selected South African warehouses

MUNILAL, Suneshnee *Master of Business Administration*
PROJECT REPORT: Effect of technical competencies of women in core mining activities on team operational performance in South Africa

MUTWANAMBA, Pfarelo Victor *Master of Business Administration*
PROJECT REPORT: Inflation targeting and unemployment in the South African retail sector

NAIDOO, Soveshen *Master of Business Administration*
PROJECT REPORT: Compassion as a competitive advantage in South Africa's dialysis healthcare industry

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PROJECT REPORT: The implementation of digital technologies in South African fast moving consumer goods factories

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PROJECT REPORT: Financial exclusion of asylum seekers in South Africa and its impact on tax collection

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PROJECT REPORT: Digitisation and unemployment in South Africa: Preparing the youth towards taking advantage of 4IR
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PROJECT REPORT: Factors contributing to employee turnover in the South African renewable energy sector
- NGWARATI**, Kutlwano *Master of Business Administration*
PROJECT REPORT: Developing a business venture proposal for an educational subscription box service in South Africa
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PROJECT REPORT: Barriers to entry for small business and the readiness to participate in the African Continental Free Trade Agreement
- NHLAPO**, Zanele Cynthia *Master of Business Administration*
PROJECT REPORT: Promotion of inclusive insurance by a South African insurtech company
- NKOSI**, Mathandi Elizabeth *Master of Business Administration*
PROJECT REPORT: The implementation of digital transformation in the South African retail industry
- NKUNA**, Howard Siboniso *Master of Business Administration*
PROJECT REPORT: Adoption of solar photovoltaic technology in the residential sectional-title and townhouse community schemes market in South Africa
- NTANZI**, Lunga Nkosana *Master of Business Administration*
PROJECT REPORT: Community development as a stakeholder management strategy by a South African platinum mining company
- NYEMBE**, Sanele Goodenough *Master of Business Administration*
PROJECT REPORT: Enhancing corporate governance systems through adoption of blockchain technology in small, medium and micro enterprises in South Africa
- OLIPHANT**, Chanell *Master of Business Administration*
PROJECT REPORT: Exploring the corporate social responsibility leadership competencies that contribute to successful sustainable development in South Africa
- PHALADI**, Ramathetje Melidah *Master of Business Administration*
PROJECT REPORT: The impact of social media on corporate reputation management strategies
- PHULUWA**, Fhatuwani *Master of Business Administration*
PROJECT REPORT: The relationship between organisational culture and performance
- PULE**, Gaositwe *Master of Business Administration*
PROJECT REPORT: Effectiveness of the funding model for construction companies in the Free State
- QANGULE**, Lwazi *Master of Business Administration*
PROJECT REPORT: Mitigating common method bias in survey datasets: Investigating the potential of an innovative methodology
- QUTU**, Bavulele *Master of Business Administration*
PROJECT REPORT: The adoption of smart technologies in small-scale farming to promote local economic development in Mngquma Local Municipality, Eastern Cape

- RADEBE**, Nokuzola Millicent *Master of Business Administration*
PROJECT REPORT: Barriers to promotion faced by female engineers at a FMCG firm in Johannesburg, South Africa
- RAKUMAKO**, Patience Lerato *Master of Business Administration*
PROJECT REPORT: The perceived impact of stuttering on career advancement and prejudice following disclosure in South Africa
- SAUROMBE**, Witness *Master of Business Administration*
PROJECT REPORT: Perceived effectiveness of sugar tax on human consumption behaviour in Gauteng
- SEHLOHO**, Emily Mmakgere *Master of Business Administration*
PROJECT REPORT: Enablers of advancement of women to top management positions in South Africa
- SERACHE**, Tsholofelo *Master of Business Administration*
PROJECT REPORT: Hybrid work model plan for non-frontline employees in South Africa's oil industry
- SETATI**, Portia Mokoloboto *Master of Business Administration*
PROJECT REPORT: The impact of artificial intelligence on the future of work in the South African automotive industry
- SHILUVANA**, Theron Fana *Master of Business Administration*
PROJECT REPORT: Employment benefits and employee performance in the South African mining industry
- SIBISI**, Zanele *Master of Business Administration*
PROJECT REPORT: The effectiveness of the socioeconomic interventions that empower women's resilience against gender-based violence in eMalahleni
- SIGAMONEY**, Nadine *Master of Business Administration*
PROJECT REPORT: The potential impact of digital transformation adoption on customer experience and customer value in the South African mobile telecommunications sector
- SIKITI**, Nomahlabi Nontsikelelo *Master of Business Administration*
PROJECT REPORT: Woman-to-woman empowerment in the corporate environment in Eswatini
- SIMELANE**, Syilina *Master of Business Administration*
PROJECT REPORT: The use of mobile money as a driver of financial inclusion
- SMIT**, Johan Barend *Master of Business Administration*
PROJECT REPORT: Hydroponic farming for saffron cultivation in South Africa
- SMITH**, Gerhardus Cornelus *Master of Business Administration*
PROJECT REPORT: Leadership styles and performance of teams in underground South African coal mines
- SUTHAN**, Dhivaker Navin Mahadev *Master of Business Administration*
PROJECT REPORT: The impact of digital banking on South African consumers
- TILE**, Sibahle Sisonke *Master of Business Administration*
PROJECT REPORT: Technology drivers of innovation competitiveness in biotechnology entrepreneurship in Gauteng, South Africa
- TINGINI**, Tinotenda Lionel *Master of Business Administration*
PROJECT REPORT: Improving the productivity of the Styldrift Platinum Mine using the Theory of Constraints
- TSHABALALA**, Lerato Matokoloho *Master of Business Administration*
PROJECT REPORT: Gaps and challenges in supply chain management in South African government departments
- TSUKUDU**, Khantse Anna *Master of Business Administration*
PROJECT REPORT: Investigating the impact of the Just Energy Transition (JET) on employment in South Africa

VASSARD, Pierre Jacques *Master of Business Administration*
PROJECT REPORT: Assessing the effect of Covid 19 on selective SMEs in South Africa

XHEKO, Sibongile Amos *Master of Business Administration*
PROJECT REPORT: Exploring employees' resistance towards the creation of an executable process model for innovation adoption in mining

YENDE, Valela John *Master of Business Administration*
PROJECT REPORT: Co-operative business model in the South African taxi industry in the Johannesburg municipality

ZONDI, Nokubonga Happy *Master of Business Administration*
PROJECT REPORT: Enhancing entrepreneurship amongst women in the agricultural sector within KwaZulu-Natal

Master of Management

BAILIE, Kathleen Ann *Digital Business*
RESEARCH REPORT: Perspectives on data sharing by Southern African horticultural farmers

BARNES, Leroy Curtis *Digital Business*
RESEARCH REPORT: The Role of organisational culture in adopting digital platforms in South African Banks

BETHA, Tshegofatso Obakeng *Digital Business*
RESEARCH REPORT: Investigating the determinants of digital financial inclusion in South Africa

BVUMA, Shaun Amukelani *Strategic Marketing*
RESEARCH REPORT: Factors Influencing Digital Banking Adoption: An Empirical Study in South Africa

CHANETSA, Edphan Peter *Strategic Marketing*
RESEARCH REPORT: The effects of COVID 19 on consumer mobile and online purchase behavior

CHIKWIRA, Lloyd Michael *Digital Business*
RESEARCH REPORT: A study into the identification of human factors in digital transformation in a South African rail logistics company

CHILI, Philani *Digital Business*
RESEARCH REPORT: The role of digital technology in SME funding by commercial banks in South Africa

CHOGUYA, Donald *Digital Business*
RESEARCH REPORT: Perceived barriers to digitalization by small-scale farmers Gauteng Province

CRONJÉ, Dylan Christo *Digital Business*
RESEARCH REPORT: The impact of AI capabilities on organisational performance: an empirical study in the South African retail context

DARKO, Simon Yaw Osei *Digital Business*
RESEARCH REPORT: Dynamics of digital servitization transformation in earthmoving equipment dealerships

DATADIN, Sanjeev *Digital Business*
RESEARCH REPORT: Influence of Social Media Marketing Capabilities on Business Performance: The Case Study of the Non-Life Insurance Products in South Africa

DEEPAK BELUR, Ramaprasad *Digital Business*
RESEARCH REPORT: The use of 4IR technology in accelerating the net zero transition in the South African mining industry

- DESTA**, Meseret Daniel *Governance (Public and Development Sector Monitoring and Evaluation)*
RESEARCH REPORT: Professional Identity of Public Sector Monitoring and Evaluation Practitioners in South Africa: A Phenomenography
- ECKARD**, Lourensa *Governance*
RESEARCH REPORT: The impact of the Kgetleng rivier Citizens Group on the administration of water services
- EDDIE**, Natasha *Digital Business*
RESEARCH REPORT: The use of short-form videos in business-related educational content: A cross platform study
- GANDAMIPFA**, Lutendo Nndwakhulu *Digital Business*
RESEARCH REPORT: The barriers to adoption of a cashless economy in South African informal markets: a consumer's perspective
- GIRARD**, Gia Marie *Digital Business*
RESEARCH REPORT: Cart-stacking as a response to free delivery thresholds within South African e-commerce
- GOBIND**, Dhiyaksha *Digital Business*
RESEARCH REPORT: The internal factors that influence incremental technological innovation in a South African organisation
- HANSJEE**, Anashree (*with Distinction*) *Digital Business*
RESEARCH REPORT: The influence of social media marketing on brand loyalty in the South African retail sector
- HARRICHARAN**, Deshni *Digital Business*
RESEARCH REPORT: Exploring the Use of Sentiment Analysis Technologies in South African Telecommunications Businesses
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RESEARCH REPORT: Assessing the role of digital technology in bridging the gender gap for women in South Africa's fintech industry
- HLAISE-MSIMANG**, Candy Mhloti *Governance (Public and Development Sector Monitoring and Evaluation)*
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- JAISWAR**, Sharday *Digital Business*
RESEARCH REPORT: Factors Influencing Digital Technology Adoption in the South African Freight Transport Sector
- JURGENS**, Richard Bartholomew
DISSERTATION: A multi-theoretical analysis of the complexity of land reform policy formulation in Post-Apartheid South Africa
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RESEARCH REPORT: Big data analytics as a customer retention and acquisition strategy within South African retail banking
- KHUMALO**, Anna *Digital Business*
RESEARCH REPORT: Investigating the digital divide in South Africa as it relates to financial services
- KHUMALO**, Sindisiwe Nompilo *Governance (Governance and Management)*
RESEARCH REPORT: Internal crisis communication strategies during the COVID-19 pandemic in the Gauteng Provincial Treasury
- LEMENA**, Boitumelo *Strategic Marketing*
RESEARCH REPORT: Customer experience, satisfaction and loyalty at South African hair salons and spas

- LOTHE**, Butana Emmanuel Nkosinathi *Digital Business*
RESEARCH REPORT: AI-generated music and its potential impact on the industry's business models
- LOUW**, Claudette Annalisa *Digital Business*
RESEARCH REPORT: Strategic implementation of the 3R's to enhance the online customer experience
- MAFIKENG**, Regomoditse Josephine *Digital Business*
RESEARCH REPORT: The adoption of digital technologies in South African public schools
- MAGWAZA**, Nokubonga Nontuthuko *Governance (Public Policy)*
RESEARCH REPORT: Mapping the socio-economic contribution of Zimbabwean migrants in Diepsloot
- MAGWEBU**, Yoyisani Gcisa *Digital Business*
RESEARCH REPORT: The adoption of multi-sided market platforms within the South African creative economy
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RESEARCH REPORT: Strategies to mitigate ransomware related cyber-attacks in South African financial institutions
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- MAKHUBELE**, Nomsa Tintswalo *Digital Business*
RESEARCH REPORT: Digital Transformation Initiatives in Gauteng Provincial Government
- MAPHUTHA**, Thakgalo Magauwane *Governance (Development and Economics)*
RESEARCH REPORT: Exploring perceptions and experiences of informal street traders on Covid-19 and its effect on sales and revenue in Pretoria, South Africa
- MAQUBELA**, Lindiwe Nomsa Amelia *Governance (Public and Development Sector Monitoring and Evaluation)*
RESEARCH REPORT: Perceptions of JRA staff in understanding and implementing M&E tools in road infrastructure management
- MASEKO**, Nokwazi Jacqueline *Governance (Governance and Management)*
RESEARCH REPORT: Tuition policy discourses in historically black and white South African tertiary institutions
- MASILELA**, Senzi Michael *Digital Business*
RESEARCH REPORT: Loadshedding challenges and adoption of ICT solutions by SMEs in South Africa
- MASSANGO**, Alcinda Hlanhla *Digital Business*
RESEARCH REPORT: The influence of organisational learning in defining digital strategies within South African banks
- MATHANE**, Tlou Phillemon *Digital Business*
RESEARCH REPORT: Exploring the big data maturity level of a metropolitan municipality in Gauteng Province, South Africa
- MATHONSI**, Mandla *Governance (Public Policy)*
RESEARCH REPORT: Effects of political-administrative interface on service delivery in the City of Johannesburg under the coalition government
- MATSIMBI**, Kagiso Hetisani *Digital Business*
RESEARCH REPORT: Factors influencing fintech adoption among the unbanked in South Africa

- MAZIBUKO**, Nkululeko *Digital Business*
RESEARCH REPORT: Barriers to the use of digital marketing by small and medium enterprises in Soweto
- MBITI**, Mary *Governance (Public and Development Sector Monitoring and Evaluation)*
RESEARCH REPORT: Investigating the Adoption and Usage of the Social Relief of Distress (SRD) Grant: A Case Study of the Orange Farm Community
- MDHLULI**, Mfanasibili Emmanuel *Digital Business*
RESEARCH REPORT: The impact of digital technologies on SME performance in South Africa
- MEKGWE**, Keneilwe Boipelo *Digital Business*
RESEARCH REPORT: Value co-capture in B2B platforms: A case study in the FMCG sector in South Africa
- MHLABA**, Nontuthuko Emelda *Strategic Marketing*
RESEARCH REPORT: Online advertising and consumer engagement for low and high involvement purchase decisions
- MNISI**, Anita Prominate *Public Policy*
RESEARCH REPORT: Evaluation of factors that hinder the implementation and effectiveness of e-education in Mpumalanga
- MOGASHOA**, Kemisetso Prudence *Digital Business*
RESEARCH REPORT: Angler phishing attacks on social media users in South Africa
- MOKHWESANA**, Ramanti Olivia Mathea *Digital Business*
RESEARCH REPORT: Readiness of South African fee-paying public high schools in Gauteng in adopting 4IR technologies in alignment with Education 4.0
- MOLOBI**, Sekie Michael *Digital Business*
RESEARCH REPORT: Evaluating the adoption of Fourth Industrial Revolution technologies by the Department of Home Affairs
- MOLOTO**, Mankweng Athlone Dominic *Digital Business*
RESEARCH REPORT: The role of middle management in a digitally mature financial services organisation: A focus on the frontline professional advisory environment
- MUFAHOTHE**, Mabedi Ruby *Digital Business*
RESEARCH REPORT: The underrepresentation of women with STEM backgrounds in African TechCos
- MUFHADI**, Thilimbilu Esther *Digital Business*
RESEARCH REPORT: Trust in e-commerce and its impact on the purchase intention of consumers in South Africa
- MUIR**, Elmarie *Digital Business*
RESEARCH REPORT: Examining the role of AI ethics in establishing human-AI workplace coexistence in a selected telecommunications organisation in South Africa
- MULAUDZI**, Rofhiwa *Governance (Public Policy)*
RESEARCH REPORT: Investigation of the adoption and implementation of the e-Education Policy in the GPG
- MUVHUTI**, Blessing *Governance (Public and Development Sector Monitoring and Evaluation)*
RESEARCH REPORT: Factors influencing the Power Africa donor-driven monitoring and evaluation system in South Africa
- MWAPAURA**, Idah *Public and Development Management*
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