

Speakers

SESSION 1

1. Keynote: Mr. Risenga Maluleke: Statistician-General, Statistics South Africa



Topic:



stats sa

Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA

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Wholesale and retail sector: Growth, Impact, Employment Trends and Recovery

Profile:

Risenga Maluleke was appointed South Africa's 2nd Statistician-General in November 2017. Prior to November 2017, Mr Maluleke was the Deputy Director-General for Statistical Collections and Outreach. He has been with Statistics South Africa for the past 20 years. He was responsible for the provincial offices' data collection for censuses and sample surveys, international statistical development and communications. Mr Maluleke has also been instrumental in International Statistical Development. Mr Maluleke has represented South Africa on countless occasions and has extensive experience in international and diplomatic matters. He has been instrumental in managing Stats SA's participation in international meetings such as the UN Statistical Commission (UNSC). He holds a BSc in mathematical statistics from the University of Limpopo and a Master's in Urban and Regional Science from the University of Stellenbosch. He has also completed Senior Executive Programmes from the University of the Witwatersrand and Harvard Business Schools.

**2. Prof. Arthur G.O. Mutambara: Director at Institute for the Future of Knowledge (IFK) |
Professor in Robotics, University of Johannesburg**



Topic: Challenges in the future retail landscape, trends, and Skills Development recommendations

Professor Arthur Mutambara is the Executive Director and Full Professor of the Institute for the Future of Knowledge (IFK) at the University of Johannesburg (UJ) in South Africa. He is a world-renowned roboticist, academic, author, Pan-Africanist and technology strategist. Professor Mutambara is also the Director of IFK's Decentralised Artificial Intelligence and Control Systems (DAICS) Research Group and drives the African Agency in Public Health (AAPH) initiative within the Future of Health (FoH) Research Group. He is the Former Deputy Prime Minister of Zimbabwe. Mutambara was one of the three Principals who created and led the Government of National Unity (GNU) from 2009 to 2013. The other two were Prime Minister Tsvangirai and President Mugabe.

He is the author of a new trilogy (three books): In Search of the Elusive Zimbabwean Dream: An Autobiography of Thought Leadership. Mutambara has also published two Electrical Engineering books used extensively in the United States, Europe and Asia. He has worked as a Research Scientist at NASA, a Visiting Professor at MIT, and a Managing Consultant with McKinsey & Company, all in the United States. At UJ, Mutambara has taught Control Systems in both the Mechanical Engineering and Electrical & Electronic Engineering Departments, where he has received outstanding reviews from both students and peers. He has conducted Engineering seminars and public lectures across the continent and globally.

Prof Mutambara is a Chartered Engineer, a Fellow of the Institute of Engineering and Technology (IET), a Professional Engineer, a Fellow of the Zimbabwe Institute of Engineers (ZIE), a Fellow of the Zimbabwe Academy of Sciences (ZAS), a Senior Member of IEEE and a WEF Young Global Leader. Professor Mutambara holds a PhD in Robotics and Mechatronics (1995) and an MSc in Computer Engineering (1992), both from the University of Oxford, where he was a Rhodes Scholar. He graduated with a BSc (Hons) in Electrical Engineering (1990) from the University of Zimbabwe

3. Prof. Holger J Schmidt: Business Administration, Marketing (Germany)



Topic: International retail trends and Brand management in the retail industry

Bio:

Dr. Holger J. Schmidt has been Full Professor of Marketing at Koblenz University of Applied Sciences since 2011. Prior to his current position, he worked for several years in consulting and in management positions in various companies. His experience in marketing spans more than 25 years. His research and teaching focusses on brand management. He is the author or editor of 9 books, among them “Co-Creating Brands”, and his work has been published in Journal of Product and Brand Management, Journal of Brand Management, Journal of Retailing and Consumer Services, and Corporate Reputation Review amongst others. He is the Associated Editor of the Journal of Creating Value.

Abstract:

On September 2020, a new retail concept store was introduced in Berlin: The German food discounter Penny opened its first so called ‘Sustainability-Experience-Market’. At various touch points, customers of ‘Penny’s Green Way’ are able to learn more about topics like nature, biodiversity, and the correct storage of food. They can purchase selected sustainable and regional products and learn more about the company’s environmental work. The design of the store reflects the importance of nature. Adding to the green experience, many of the goods show two different prices: The regular price and the real price considering the ecological and social follow-up costs.

This current example illustrates two separate but interconnected aspects of retailing: The high importance of a strong (corporate) retail brand and the need of retailers to react on the growing desire of consumers who wish to shop sustainable (green) products. Both developments are discussed in Prof. Schmidt’s keynote presentation. Specifically, he will explain the most recent trends in retail brand management. He will talk about a retailer’s brand orientation as an antecedent of retail brand equity, about co-creating the retail brand, about the importance of internal branding, and about consumers’ expectations towards a retailer’s sustainable management practices.

SESSION 2

4. Dr Melanie van Rooy: Head of Marketing at Clicks Retailers



Topic: Winning in retail marketing: big data and personalization

Bio:

Mel is a highly driven and creative marketing and strategy executive (20 years of strategy and marketing and 35 years of analytics experience) with a keen interest in marketing strategy and customer analysis and the use thereof to improve consumer experience, acquisition, retention, and growth. Her background in Econometrics, Strategy and Marketing has given her the opportunity to understand and implement the causalities that drive consumer behaviour in the market.

Mel holds a D.Com in Econometrics from UJ as well as an MBA from NWU. She has extensive experience in the formulation of strategy, omni-channel marketing, data analytics and modelling, and consumer insights. Her career is spread over an array of industries including banking, academia, hospitality, financial services, FMCG and retail. Most recently, Mel was instrumental in the formulation of strategy as Head of Research and Strategy in ABI (soft drink division of SAB Limited), as Marketing Director at Makro (division of Massmart) and Group Marketing Director of Dis-Chem. Mel currently holds the position of Head of Marketing at Clicks Retailers and is responsible for the end-to-end omni-channel marketing efforts of the retailer, including Brand Marketing, Advertising, Digital Marketing, Analytics, Customer Experience, Reputation Management, and eCommerce. Mel is mother of two young adults, Dian and Zanell and grandma to her beloved twins Nina and Ben. She is a lover of life and an eternal scholar.

Abstract:

The combination of a highly competitive retail environment in South Africa and the ever-increasing discernment of our customers, necessitates effective personalization and targeting through the application of data insights as a crucial tool in the marketing toolkit. Loyalty programs specifically have yielded huge amounts of customer data which are available for marketers in terms of their marketing strategies. But with this, come high levels of complexity and a requirement for new thinking within the modern marketing retail

team. Those retailers that are winning in the personalization space, are indeed those where the C-suite have bought in completely and have committed capability and capacity support, all within the reality of constrained margins. Given the governance requirements that accompany big customer data sets, marketers have to tread lightly and ensure that their marketing efforts are scrutinized to ensure that they deliver on the promise of customer trust in their brand. This presentation will unpack the implications of this important topic on the current marketing landscape and importantly so, the type of skills that the modern marketer needs in the workplace today.

5. Dr Deborah Machard: Executive: Strategic Planning, Performance & Reporting, W&RSETA



Topic: W&RSETA Completed Research Reports: Reflection on Key Findings and recommendations

Profile:

Deborah Machard has worked in the Education, Training and Development sector for the past 34 years, with experience in Executive Strategic Business Management, Project Management, Quality Assurance, Monitoring and Evaluation, Business Management, Student Leadership and Research. She has worked across the sub-sectors of Learning and Development (Post-schooling; Higher Education and Technical, Vocational Education and Training) and Skills Development and for many Development Agencies (USAID, DANIDA, GTZ). Deborah, worked in the establishment of the first Sector Education and Training Authority for the Education, Training and Development (ETDP SETA) sector from (1999 – 2003), as the new Chief Executive Officer. She joined an International Education company, IDP Education Australia, (2003-2005), as the Director for Southern Africa, to broaden her international experience. In 2005, she established her own company *DMA (PTY) Ltd* and worked as a consultant, for 13 years in Institutional Strategic Planning, Policy Development and Quality Assurance. She worked with GTZ and Department of Higher Education and Training (DHET) as a task team member, in the establishment of the Quality Council for Trades and Occupations (QCTO) (2005 – 2010).

Deborah has project managed and participated in several research projects for organizations such as ILO (International Labour Organisation) in Curriculum Development for the Department of Education – Malawi and the development of new Boat Building curriculum for the Department of Trade and Industry, Eastern Cape. She expanded her Research experience, as a senior researcher for Centre for Education Policy Development (CEPD) (2015 -2016), established by the Minister of Higher Education and Training, in 2005. She has supervised master's Students for UNISA and undergraduate students, at WITS University.

Deborah completed her PhD in Environmental Management from UNISA, 2022. She holds a double Masters, M.Sc. Environmental Management from University of Johannesburg (UJ) and M.Ed. Adult Education and Training from (UJ), BA (Hons) in Geography (Political and Urban Development) and BA. Ed. Secondary Education (Majoring in Pedagogics, Geography and History) from Nelson Mandela University (NMU).

SESSION 3

6. Prof. Dr. Thomas Dobbelstein: Customer Research 42 | Market Research Institute | Baden-Württemberg Cooperative State University in Ravensburg (Germany)



Topic: Whether to adopt or not? A South African / German comparison of consumer's resistance against and adoption of smart Household Appliances (IoT)

Profile:

Since 2002 Prof Dr. Dobbelstein is **Prof. for market research and retailing at Baden-Württemberg Cooperative State University in Ravensburg. From 2004 - 2008 he served as the vice-president.** Since 2003 he is the **managing director of the market research institute Customer Research 42.** He is a honorary research professor at DUT and a member of the Advisory Board Durban University of Technology Business School as well as of in several supervisory boards, e.g. Privalor AG or 9 Levels Institute for Value Systems. He was awarded the EIRASS - Elsevier most innovative Research paper award, the best paper award of the Nordic Wholesale and Retail Association and the Science-Transfer-Award of the City of Ravensburg. He has published around 105 papers in international journals, did more than

140 presentations and more than 45 university projects together with companies. For detailed information and references see www.cr42.com

The uptake of IoTs in households worldwide is lower than predicted and comparatively slower in developing countries than in developed countries due to inadequate digital infrastructure. This study aims to understand why the Internet of Things in households (specifically smart household appliances) have been resisted and have not been adopted to predicted levels by comparing Germany as a developed country to South Africa as a developing country. The specific focus was on innovation and consumer characteristics, perceived risk of adoption, and personality considerations, using a smart refrigerator. Through regression analysis of data generated from a quantitative survey of 1665 consumers from Germany and South Africa, it was found that both resistance and adoption are influenced by how intrusive the smart appliance is, how the consumer perceives its usefulness and whether it is considered novel or new. The perceived price of the smart appliance also played a role in adoption. Only South Africans' perception of their capability to use a technologically innovative product influences their resistance to the smart appliance. Adoption is not the inverse of resistance when considering the constructs in their totality. Consumer innovativeness, influenced by uncertainty avoidance, played a significant role among the German and South African participants both resisting and adopting smart products. However, the cultural dimension of uncertainty avoidance also influenced consumer innovativeness. On the other hand, South Africans' spirit of innovation influenced their resistance to and adoption of smart appliances more strongly than their German counterparts.

7. Mrs. Kekeletso Mabizela | Senior Digital Media Manager at Momentum Metropolitan Holdings



Topic: Risk management as defence pillar for small(er) W & R providers

Bio:

Keke Mabizela is a Senior Digital Media Manager at Momentum Metropolitan Holdings and is responsible for managing the execution of the performance marketing strategy to drive

renewed Share of Voice for the brand, product awareness and value propositioning and the overall increase in leads and conversion through the sales channels.

Keke is a Johannesburg-born, multilingual communications professional with a hybrid approach to work and life- a stickler for process and data-driven results, while also loving outdoor adventures and leisurely moments in her time out.

She holds a degree in Communication Sciences and is internationally certified in digital marketing strategy, online marketing platform implementation, SEO and project management. She has also recently completed a Management Programme on Leadership in the Connection Economy through the North West University Business School. She is currently working through certification training for Amazon Web Service's cloud solutions as well.

Her work experience spans across ICT, textiles, financial services and insurance, hospitality, retail and logistics and work with SMBs.

As a young woman in corporate who believes in purpose-driven work and long term impact, a quote she lives by is: *"On the days you feel you don't belong, remember this: You Can. You Do. You Must."*

Abstract:

Once an SME in the W&R sector has digitised processes, i.e. payment systems, online marketing strategy, stock and logistics management etc, then the next, real consideration should be risk management and insurance to mitigate disruptions and protect business continuity and the person(s) who work to keep the lights on.

Beyond a solid digital foundation to work and grow from, SMEs need to also think about fortitude and scalability.