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| **Department** | | **Department of Marketing and Retail Management (DMRM)** |
| **Discipline** | | Marketing and Retail |
| **Broad Research Focus Area (RFA)** | | Consumer behaviour |
| **Total Department capacity across all RFAs** | | Approximately 20 master’s students as part of the Department’s industry-directed master’s cohort programme, and up to 5 doctoral students |
| **Contact** | | For further queries regarding your M&D studies, please contact the M&D coordinator, Dr Cornelius Bothma at bothmch@unisa.ac.za |
| **THE DMRM’s INDUSTRY-DIRECTED MASTER’S COHORT PROGRAMME**  The DMRM has initiated a two-year industry-directed cohort master’s programme, which was launched in 2022 for completion in 2023. The intention is to continue with this programme into 2024. The programme is linked to the research needs of industry sectors in South Africa and aims to draw on academic-based research to address industry-based research challenges in the marketing field. The students work together as a cohort of peers receiving just-in-time training to help them through their research proposal module and dissertation. Selected students will be invited to participate in this cohort research programme. By helping industries address the problems they face, students are provided with high-level research skills to address real-world problems. This should make them very marketable once they graduate. The topics the selected students are allocated to, as part of this cohort programme, will not be of their own choosing but will be put forward by the various industry associations that the DMRM has established a relationship with. By having a broad topic area identified by an industry association, this should speed up the research process of students, enabling them to complete their proposal quicker than in previous years. The aim of this cohort initiative is to (a) improve the completion rate of students given the intensive and regular interactions with our students, (b) to encourage and enable students to complete their degree in under two years, and (c) to involve our students in addressing real-world research problems thereby gaining valuable practical skills. This will be a competitive programme in which students will be evaluated on their writing, argumentation and logic skills underpinning the *research outline* they submit, as well as on their undergraduate performance and other Unisa-criteria.  Both cohort and regular students still need to identify the specific research problem and research objectives that define the topic and industry they have been allocated to. For both groups, the topics will still fall within one or more broad research focus areas as specified by the DMRM, in this case, **consumer behaviour.** In 2023, 16 students have been invited to register and we hope to increase the intake to 20 students for 2024.  Interested master’s students first **should apply for registration**, when applications open in September 2023 (or whenever the applications are announced) – remember, Unisa follows an apply-before-you-register approach. Please submit the required documents, include a research outline. Although the topic you select will not necessarily be the topic you are assigned for your master’s, we will evaluate you and select a shortlisting of students based on this research outline. If you put little effort into your research outline, you should not be surprised if you do not make the shortlisting.    **DOCTORAL STUDENTS DOCTORAL SUPERVISORS WITH CAPACITY FOR 2024** | | |
| **Supervision Team details:** | **Academic Profile** | |
| **Dr N Dilotsotlhe**  ORCID:https://orcid.org/0000-0002-9065-976X  Institutional repository link:  <http://uir.unisa.ac.za/handle/10500/37> | Dr Dilotsotlhe is the Department’s Chair of Department (CoD) and oversees the fair and efficient allocation of supervisory capacity within the Department, while also taking on supervision of her own. She is particularly interested in green marketing and marketing in social contexts. | |
| **Prof J. Wiid**  ORCID:https://orcid.org/0000-0002-2195-532X  Institutional repository link:  <http://uir.unisa.ac.za/handle/10500/37> | Prof Wiid is a professor in the DMRM. He has published widely and has research interests in marketing practice, marketing research, and marketing strategy. | |
| **Prof K.M. Makhitha**  ORCID:https://orcid.org/0000-0001-5040-3826  Institutional repository link:  <http://uir.unisa.ac.za/handle/10500/37> | Prof Makhitha has published widely in the areas of small business marketing, marketing strategy, retail, and consumer behaviour areas of retail strategy and marketing. She has special expertise in the field of 4IR research | |
| **Prof E van Tonder**  ORCID:https://orcid.org/ 0000-0002-6285-7582 | Prof Van Tonder is a professor in the DMRM and completed his PhD in marketing at the University of Pretoria. Her research focuses on customer citizenship behaviour. She is particularly interested in advancing understanding of the social support and help customers provide to other customers in the retail environment and has initiated and managed several collaborative research projects with international colleagues in this regard. She is an NRF rated researcher. | |
| **Dr C. Bothma**  ORCID: https://orcid.org/ 0000-0003-2256-5056  Institutional repository link:  <http://uir.unisa.ac.za/handle/10500/37> | Dr Cornelius Bothma is a senior lecturer in the DMRM. His research focus areas lie in the fields of international marketing, trade, exporting, neuromarketing and the role of the product in marketing strategy, including Voice-of-the-Customer, customer experience, value chain analysis, and product usability, creativity and design in marketing strategy. | |
| **Dr S Kallier-Tar**  https://orcid.org/0000- 0002-3414-8236 | Dr Tar completed her doctorate at Unisa, focussing on the hyperconnected consumer. Her interests are in the field digital marketing and technology. | |
| **Dr N. Shezi**  ORCID:https://orcid.org/0000-0003-3070-8969 | Dr Shezi is also a senior lecturer in the Department of Marketing and Retail Management. He completed his Phd at UJ. His fields of interest are strategic marketing and consumer behaviour. | |
| **Dr C. Wessels**  ORCID:https://orcid.org/ 0000-0001-9646-9011  Institutional repository link:  <http://uir.unisa.ac.za/handle/10500/37> | Dr Wessels is a senior lecturer in the Department of Marketing and Retail Management. She completed her Phd at Unisa and has published articles based on her studies for the degree. Her fields of interest include retailing, merchandising, visual merchandising and marketing research. | |
| **External and additional supervisors** | To bolster our supervision capacity, the Department may draw on external supervisors to assist with doctoral supervision.in addition, we hope to have staff complete their doctorates in 2023. | |

**FOR ALL STUDENTS – MASTERS AND DOCTORATES**

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| **Model of supervision** | Candidates will be allocated to a supervisor but will be required to work independently within the requirements of higher degree studies. Additionally, the candidate will have to present their work to a colloquia or a blind peer review panel and, **for doctorates**, will be expected to defend their final thesis before a viva voce, as well as to submit two articles for publishing. |
| **Selection criteria: Master’s/Doctorate** | Refer to the qualification website for selection criteria. |
| **Selection Procedure** | Students’ applications will be reviewed in accordance with the Procedures for Master’s and Doctorate Degrees (sections 3.1 to 3.3). Note that the selection panel is not obliged to accept prospective master’s or doctoral students who meet the minimum criteria as there are other factors (see below) that will be considered (Section 3.1):   * Meeting the minimum requirements as set out online * The candidate’s academic record * The candidate’s academic background * The candidate’s language competency as evidenced by the research outline presented by the candidate * The topic the candidate wishes to research. * In the case of the master’s cohort programme (see above), judgement of the competitive essay submitted and an interview   **Doctorates** – the topic proposed by the candidate should ideally fall into one of the five broad research focus areas identified by the Department, but the Department will consider topics in other marketing/retailing areas as well. It is important, however, that the selected topic be achievable and should **contribute to new knowledge** in the field of marketing.  **Masters** – Although Master’s students are expected to submit a research outline, students **may be invited** to participate in a research programme linked to an industry associate as part of the Department’s Industry-directed Master’s Cohort programme (discussed earlier).   * In the case of doctorates, the topic’s alignment with an identified broad research focus area as outlined below * Doctoral capacity and expertise to supervise the student * Limitations imposed by enrolment planning   The selection panel will review the pool of applications per the research focus area against the criteria stipulated above. Thereafter all the applicants will be ranked in accordance to how best the applications fit the above criteria. It must be stressed that the Department has limited capacity and therefore only the best doctoral applicants will be selected in accordance with available supervisory capacity. |
| **Broad research focus area** | **Consumer behaviour studies –** In business the customer is central to the success of any business. With this view in mind, the Department encourages research into various aspects of the consumer’s behaviour. The approach can be from testing existing consumer behaviour models to investigating the influence of any of the individual or group factors, as well as the actions that take place during the decision-making process by consumers. The emphasis will be on Africa and African consumers, with interest in emerging and township consumers, and marketing to bottom-of-the-pyramid consumers in African contexts |
| **Reading:**  **Subject Field** | This is a selection of articles/books in the above research focus area. ‎Further reading over and above these is essential:   * Muposhi, A., Dhurup, M. & Surujlal, J. 2015. The green dilemma: Reflections of a generation Y consumer cohort on green purchase behavior. *TD The Journal for Transdisciplinary Research in Southern Africa, 11(3) December 2015, pp .293-308.* * Gopaul. M. 2015. [Healthier fast-food options – Are consumers happy with the price they pay and the value that they receive?](https://doaj.org/article/30076e4622a643c9b792a7db2f191d6b) *Journal of Governance and Regulation,* Volume *4, Issue 4, 2015, Continued – 3, pp. 419-427.* * Du Preez, R., Visser, E.M. 2003. [Apparel shopping behaviour – Part 2: Conceptual theoretical model, market segments, profiles and implications](https://doaj.org/article/51930f3f32fa4b16a1d358a219581c04)*. SA Journal of Industrial Psychology, 2003, 29 (3), pp. 15-20.* * Lues, H. & De Klerk, N. 2016. [Gender differences amongst African generation Y students’ perceptions of fashion marketing activities](https://doaj.org/article/73bf82c7e3654683a44605f5701903e7). [*International Journal of Social Sciences and Humanity Studies*](https://doaj.org/toc/1309-8063)*. Vol 8, No 2, pp.75-90.* * Brijball Parumasur, S. & Roberts-Lombard, M. 2015. *Consumer behaviour*. 3rd edition. Claremont, South Africa: Juta. * Szmigin, I. & Piacentini, M. 2015. *Consumer behaviour.* Oxford, United Kingdom: Oxford university press. * Schiffman, L. G., Kennedy, J. D., Tobin, P. J & Wisenblit, J. 2015. *Consumer behavior*. 11th edition. Pearson. * Nikunen, T., Saarela, M., Oikarinen, E., Muhos, M. & Isohella, L. 2017. Micro-Enterprises’ Digital Marketing Tools for Building Customer Relationships. *Management. 12(2), pp. 171-188. DOI 10.26493/1854-4231.12.171-188.* * Kallier, S.M. 2016. *Consumer perception of real-time marketing as a marketing tool used by retailers in Gauteng, South Africa*. Dissertation. * Bothma, C. & Gopaul, M.(eds). 2015. *E-*Simpson, J. & Lappeman, J. (eds). 2017. *Marketing in South Africa: Consumer Landscape concepts & cases.* 4th ed. Pretoria, South Africa: Van Schaik publishers. * Olubodun, F. 2018. *The Villager: How Africans consume brands*. South Africa: Tracey McDonald Publishers. * Alcock, G. G. 2015. *KasiNomics: African informal economics and the people who inhabit them.* South Africa: Tracey McDonald Publishers. * Nwankwo, S. & Gbadamosi, A. (eds). 2011. *Entrepreneurship marketing: principles and practice of SME marketing*. Abingdon, Oxon: Routledge. * Van Scheers, L. & Makhitha, K.M. 2016. Are Small and Medium Enterprises (SMEs) Planning for Strategic Marketing in South Africa? *Foundations of management, Vol. 8, pp. 243-250.* DOI 10.1515/fman-2016-0019 * Franco, M. Santos, M. F., Ramalho, I. & Nunes, C. 2014. An exploratory study of entrepreneurial marketing in SMEs: The role of the founder-entrepreneur. *Journal of Small Business and Enterprise Development, Vol. 21, Number 2, pp. 265-283.* |
| **Reading:**  **Research Methodology** | This is a selection of books on methodology. Further reading over and above these is essential:   * Creswell, J.W. 2018. *Research Design: Qualitative Quantitative and Mixed Method Approaches*. 5th Ed. Sage Publications Inc. * Miles, M.B., Huberman, M.A., and Saldana, J. 2019. 4th Ed. *Qualitative Data Analysis: A methods sourcebook.* Sage Publications Inc. * Harkiolakis, N. 2017. *Quantitative Research Methods: From Theory to Publication.* CreateSpace Independent Publishing Platform * Godwill, E.A. 2015. *Fundamentals of Research Methodology: A Holistic Guide for Research Completion, Management, Validation and Ethics*. New York: Nova science publishers. E-book. * Baker, B.A. 2021. *Crafting Qualitative Research Questions: A prequel to design.* Sage Publications Inc. * Zoogah, D.B. (ed). 2014. *Advancing research methodology in the African context: Techniques, methods, and designs.* Research methodology in strategy and management, Vol 10. Bingley, UK: Emerald group publishing limited.   E-Book   * Morse, J. M. & Niehaus, L. 2016. *Mixed Method Design: Principles and Procedures.* New York, USA: Routledge. * Adams, K.A. & McGuire, E.K. 2022. *Research Methods, Statistics and Applications*. 3rd Ed. Sage Publications Inc. |
| **Resources: Scholar community** | * Entrepreneur – Online marketing   http://www.entrepreneur.com/marketing/onlinemarketing/index.html   * SearchCIO - What is e-commerce http://searchcio.techtarget.com/sDefinition/0,,sid182\_gci212029,00.html. * Internet News: http://www.internetnews.com. * Free Management Library - Basic guide to e-commerce: https://managementhelp.org/computers/e-commerce.htm * SBDCNet E-commerce guides:   http://www.sbdcnet.org/SBIC/e-com.php.   * LearnTheNet: http://www.learnthenet.co.za. * Exporthelp: http://www.exporthelp.co.za * Industryhelp: http://www.industryhelp.co.za * Electronic Communications and Transactions Bill: http://www.pmg.org.za/docs/2002/appendices/020603B8b-02.pdf. |
| **Important information regarding the review of research outlines** | |
| In addition to the selection criteria set out previously, applicants should be aware that the selection panel will review each applicant’s research outline in accordance with the Higher Education Qualifications Standard Framework (HEQSF). In other words, determining whether the student will be able to conduct research at the required NQF level. **Students’ research outlines will therefore be reviewed in terms of:**   * How well the topic is defined (i.e. is there a sufficient **background**; are terms well defined)? * Whether there is a **research problem** based on credible resources? * The feasibility to conduct the research (i.e. is it possible to accomplish and/or within the prescribed time frame?). * A solid **review of the academic literature** pertaining to the topic in question. * **Contribution to new knowledge** in the case of doctoral studies. * The c**ontext of the study** [i.e. the case study and/or unit of analysis (i.e. who/what will be researched)]. * The scholarliness of the presented outline (i.e. academic writing skills – are all statements of fact **referenced**, referencing – in-text and in a list of references, **are sources less than 5 years old** unless grounded theory, has the Harvard referencing technique been used in a consistent manner, argumentative skills, golden thread of logic – do sections link for easy readability and academic resources consulted).   Consulting and referencing additional resources other than those presented in this document is **essential.** | |