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| **Department** | | Business Management | |
| **Discipline** | | Strategic Management | |
| **Research Focus Area** | | **Competitive Intelligence/ Economic Intelligence**  **Sub Themes**: Economic Intelligence, Foresight, social media for Competitive Intelligence, Insight/CI and innovation, AI and Competitive Intelligence. | |
| **Total capacity for 2025** | | **4 (2 Masters and 2 PhD’s)** | |
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| **Supervision Team details:** | **Academic Profile** | | **Capacity** |
| **Prof Nisha Sewdass**  Office: N S Radipere Building, Office 4-66  Email:sewdan@unisa.ac.za  ORCID : <https://orcid.org/0000-0002-7259-4261>  Institutional repository link:  <http://uir.unisa.ac.za/handle/10500/25/browse?authority=35273443-f4a5-41ef-9a31-10eb163d0abc&type=author> | Prof Nisha Sewdass is a Professor in the Department of Business Management at the University of South Africa (UNISA). Her research focus areas include Strategic Competitive Intelligence, economic intelligence and Foresight and she has conducted several certificate courses and workshops in these areas for government departments and industry in South Africa. She is currently working on Big data analytics for CI, Foresight and the use of social media for Competitive intelligence. She is also the founder and Chair of the SCIP (Strategic and Competitive Intelligence Professionals) South African Chapter. Prof Sewdass also served as a member on the SCIP Board of Directors (2015-2017). She is also a member of Open University of Dakhla, Morocco and a member of the Forum of African Associations of Economic Intelligence. She was inducted into the International Intelligence Council of Competitive Intelligence Fellows on 25 October 2018 and awarded with the CI Fellow Award. She has published several papers in accredited academic journals and presented her research at local and international conferences. | | 2 Master  2 PhD |
| **Mr Kagiso Mashego**  Office: N S Radipere Building, Office 4-23  Email: [mashek@unisa.ac.za](mailto:mashek@unisa.ac.za)  Phone: 012 484 1228 | Mr Kagiso Mashego is a Lecturer within the Department of Business Management, teaching Research project in Business Management and Principles of Global Business Management. He completed his MCom degree at UNISA by exploring innovation management practices in SMEs in 2020. He has published in an accredited journal and his research interests include the disruptive innovation; competitive intelligence; and business model innovation. He is passionate about the roles of intelligence and innovation in resolving social and corporate challenges. | | 1 Master |
| **Model of supervision** | Candidates are expected to submit a well-articulated expression of interest on application, where the candidate demonstrates their insight and interest in the topic and it is clearly linked to the research focus area. If you get accepted to this focus area, you will be allocated a supervisor or two who will guide you on your topic and assist you with your research proposal and dissertation. However, you will be required to work independently within the requirements of higher degree studies. Additionally, the candidate will have to present his/her work to a panel of academics at a colloquium. The candidate should submit his/her work to be reviewed by a blind peer review process. | | |
| **Selection criteria: Master’s/Doctorate** | Refer to the qualification website for selection criteria. | | |
| **Selection Procedure** | Refer to the qualification website for selection procedure. | | |
| **Research scope** | This research focus area is specifically for research that will be conducted on Competitive Intelligence, Economic Intelligence, Strategic Foresight, Social media for Competitive Intelligence, Insight/CI and innovation. It is recommended that you consult the other research focus areas if your topic does not fall within this scope. Application simply to produce a CI Framework or model or to recommend the application of CI for various companies or sectors will NOT be considered. | | |
| **Reading:**  **Subject Field** | This is a selection of articles and/or recent books in this research focus area. ‎Further reading over and above these is essential:  This is a selection of articles and/or recent books in this research focus area. ‎Further reading over and above these is essential:   * Chinyavada, J. & Sewdass, N. (2023). Exploring competitive intelligence practices to enhance growth of the agro processors in Limpopo Province. Journal of Intelligence Studies in Business, 13(1): 52–75. DOI: <https://doi.org/10.37380/jisib.v13iSpecial%20Issue%201> * Shita, T.Y. & Sewdass, N. (2023). The Effect of Market Intelligence on Marketing Mix Decision Making: a Case Study of the Ethiopian Brewery Industry. Journal of Intelligence Studies in Business, 13 (1): 33–51. DOI: <https://doi.org/10.37380/jisib.v13iSpecial%20Issue%201> * Mashego, K. & Sewdass, N. (2023). Ameliorating effect of competitive intelligence on SME innovativeness in emerging economies. Journal of Intelligence Studies in Business, 13(1): 67-89. <https://doi.org/10.37380/jisib.v13iSpecial%20Issue%201.1136> * Sewdass N., Calof J. (2020) Contemporary Practices of Intelligence Support for Competitiveness. *Foresight and STI Governance*, vol. 14, no 3, pp. 30–39. DOI: 10.17323/2500-2597.2020.3.30.39 * Calof, J. & Sewdass, N. (2020) On the relationship between competitive intelligence and innovation. *Journal of Intelligence Studies in Business*. 10 (2) 32-43. Article URL: <https://ojs.hh.se/index.php/JISIB/article/view/569>. * Kuhn, M.-L., Viviers, W., Sewdass, N., Calof, J. (2020) The Business Anticipatory Ecosystem outside the “First World”: Competitive Intelligence in South Africa. *Foresight and STI Governance*, vol. 14, no 3, pp. 72–87. DOI: 10.17323/2500-2597.2020.3.72.87 * Sewdass, N. & Du Toit, A.S.A. 2014. Current state of competitive intelligence in South Africa. International Journal of Information Management, 34(2): 185-190. * Calof, Jonathan, Gregory Richards, and Jack Smith. 2015. “Foresight, Competitive Intelligence and Business Analytics —Tools for Making Industrial Programmes More Efficient.” Foresight-Russia 9 (1): 68–81. * Bulger, Nanette. 2016. “The Evolving Role of Intelligence: Migrating from Traditional Competitive Intelligence to Integrated Intelligence.” The International Journal of Intelligence, Security, and Public Affairs 18 (1): 57–84. * Arrigo, Elisa. 2016. “Deriving Competitive Intelligence from Social Media.” International Journal of Online Marketing 6 (2): 49–61. * Małecki, Grzegorz. 2017. “The economic intelligence system as a crucial factor in the success of the Responsible Development Plan.” Pulaski Policy Papers. [available online].<https://pulaski.pl/en/analysis-the-economic-intelligence-system-as-a-crucial-factor-in-the-success-of-the-responsible-development-plan/>   ***Please note that you are not restricted to these sources alone. It is recommended that you conduct your own literature search.*** | | |
| **Reading:**  **Research Methodology** | **This is a selection books on methodology. Further reading over and above these is essential:**   * Bak, N. 2004. *Completing your thesis: A practical guide*. Pretoria: Van Schaik Publishers * Saunders, M., Lewis, P. & Thornhill, A. 2019. *Research methods for business students*. 7th edition. Upper Saddle River, NJ: Pearson International. * Creswell, J.W. & Plano Clark, V.L. 2017. Designing and conducting mixed methods research. 3rd edition. London: Sage. 265p. * Leedy, P.D. & Ormrod, J.E. 2019. Practical research: planning and design. 12th ed. Upper Saddle River, New Jersey: Pearson. * Yin, R.K. 2014. Case study research: Design and methods. 5th ed. Thousand Oaks, CA: Sage Publications   ***Please consult the latest editions of the above books and other relevant methodology books.*** | | |
| **Resources: Scholar community** | * Strategic Consortium of Intelligence Professionals (SCIP)   [www.scip.org](http://www.scip.org) | | |
| **Potential M&D research focus areas or research projects** | | | |
| **Unit of Analysis** | **Research Focus** | | |
| **Competitive Intelligence in general** | * Application of CI to improve decision making and strategy | | |
| **CI tools as a fundamental for sustainable competitiveness** | * Using analysis tools for identifying and outsmarting the competition. | | |
| **Foresight and innovation** | * The application of Foresight or CI in organisations for innovation. | | |
| **Economic Intelligence** | * Application of economic intelligence for the development of economies and regions (Africa). | | |
| **Social Media and intelligence** | * Using social media in organisations for competitive/economic intelligence. | | |