



SCHOOL OF MANAGEMENT SCIENCES RESEARCH FOCUS AREAS



2024



This document outlines the selection criteria, selection process and research focus areas for applying for a Master's or Doctorate qualification in CEMS.

Selection criteria:

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 students who meet the minimum criteria, as there are other factors (see below) that are considered (section 3.1):








- Meeting the minimum requirements as set out online
- Academic record
- Academic background
- Language competency
- The topic the student wishes to research
- The topic's alignment with the preferred research focus area
- Capacity and expertise to supervise student
- Limitations imposed by enrolment planning







Selection process:







Eligible students' applications will be forwarded to the relevant Academic Department's selection panel for consideration. Only after the application period has closed and applications have been processed (roughly mid-December), will the Academic Department's selection panel consider the pool of applications per research focus areas and not on a "first come first serve basis". This will roughly take place in January. The selection panel evaluates each student's application in terms of the criteria set out above. Thereafter all applicants are ranked according to strength and supervisors assigned according to their expertise and capacity. The number of M and D registrations are informed by the availability of suitable supervisors to ensure that available supervisory capacity is not exceeded. This will maintain supervisor/student ratios that would be conducive to high-quality results. The Academic Department notifies the College of Graduate Studies: M&D Qualification Support of the outcome of the application (roughly February) who in turn will inform the applicant.








For example:






A candidate holds a BCom Honours in Economics (average 61%) and as per admission requirements, applied for a Master's in Economics. This candidate is specifically interested in the Research Focus Area "*Development Economics*", and has aligned his research outline accordingly. Twenty (20) eligible Master's candidates, however, have applied for this specific research focus with averages ranging from 60% to 80%. The eligible supervisors for this specific research focus area, on the other hand, can only supervise ten (10) Master's candidates. The selection panel will review each candidate against the criteria as set out above, rank the students from 1 to 20, select only the strongest ten (10) Master's students and assign eligible supervisors. Competition for a space in the programme is therefore fierce and is it the responsibility of the student to convince the selection panel that his/her research outline is worthy of research.

Department name	Focus Area	Lead Researcher (Contact Person)	Capacity per Focus Area/Research Team
Department of Business Management Total capacity for 2024: 39 Masters: 24 PhD:15	Business Ethics  Business%20ethics_Research%20Focus%20	Prof Neil Eccles E-mail: ecclens@unisa.ac.za	Masters: 1 Doctorates: 1
	Corporate Sustainability  RFA_CS_capacity_2024_FINAL.docx	Dr Iréze van Wyk E-mail: vanwyki@unisa.ac.za	Masters: 1 Doctorates: No intake
	Intellectual Capital  Intellectual Capital.docx	Prof Sumei Van Antwerpen E-mail: vanans@unisa.ac.za	Masters: 1 Doctorates: 2
	Responsible Management  Responsible Management.docx	Prof Tersia Botha Email: Brevit@unisa.ac.za	Masters: 2 Doctorates: No intake
	The digital business environment and user engagement  The digital business environment and user	Dr N van Huyssteen Email: marxn@unisa.ac.za	Masters: 5 Doctorates: 4
	Strategy-as-Practice  Strategy-as-Practice.docx	Prof Annemarie Davis E-mail : davisa@unisa.ac.za	Masters: 8 Doctorates:1
	Women in management and leadership in the private and public sector  Women%20in%20Management%20and%20	Dr NV Moraka E-mail : moraknv@unisa.ac.za	Masters: 1 Doctorates: 2
	Business Management in South Africa -Growth and Profitability of SMMEs	Dr K Chodokufa E-mail : chodok@unisa.ac.za	Masters: 5 Doctorates:5

Department name	Focus Area	Lead Researcher (Contact Person)	Capacity per Focus Area/Research Team
	 Growth and profitability of small, r		
Department of Human Resource Management Total capacity for 2024: 48 Masters: 32 PhD:16	Human Resource Management and Organisational Behaviour  Human Resource Management and Org	Dr N Takawira E-mail: takawn@unisa.ac.za	Masters: 23 Doctorates: 8
	Human Resource Development  Human Resource Development.doc	Dr M Lerotholi E-mail: lerotmy@unisa.ac.za	Masters: 7 Doctorates: 2
	Employment Relations  Employee Relations.doc	Dr AJ de Bruyn E-mail: dbruyaj@unisa.ac.za	Masters: 2 Doctorates: 6
Department of Marketing and Retail Management Total capacity for 2024: 25 Masters: 20 PhD: 5	Consumer Behaviour Studies  RFAs_DMRM_2024_Consumer behaviour.doc	Contact the M&D Coordinator Dr C. H. Bothma E-mail: bothmch@unisa.ac.za	Approximately 20 master's students as part of the Department's industry-directed cohort master's programme, and up to 5 doctoral students
	Digital Marketing & Technology  RFAs_DMRM_2024_Digital & technology m.	Contact the M&D Coordinator Dr C. H. Bothma E-mail: bothmch@unisa.ac.za	Approximately 20 master's students as part of the Department's industry-directed cohort master's programme, and up to 5 doctoral students
	Retail Marketing	Contact the M&D Coordinator	Approximately 20 master's students as part of the Department's industry-

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	 RFAs_DMRM_2024_R etail marketing.docx	Dr C. H. Bothma E-mail: bothmch@unisa.ac.za	directed cohort master's programme, and up to 5 doctoral students
	Marketing Strategy  RFAs_DMRM_2024_M arketing strategy.docx	Contact the M&D Coordinator Dr C. H. Bothma E-mail: bothmch@unisa.ac.za	Approximately 20 master's students as part of the Department's industry-directed cohort master's programme, and up to 5 doctoral students
	Small Business Marketing  RFAs_DMRM_2024_S mall business marketi	Contact the M&D Coordinator Dr C. H. Bothma E-mail: bothmch@unisa.ac.za	Approximately 20 master's students as part of the Department's industry-directed cohort master's programme, and up to 5 doctoral students
	Department of Industrial and Organisational Psychology Total capacity for 2024: 150 Masters: 103 PhD: 47	Afrocentric Perspective  2024 RFA_IOP Afrocentricity.docx	Dr KP Moalusi E-mail: moalukp@unisa.ac.za
	Systems Psychodynamics  2024 RFA_IOP_Systems Psyc	Prof MS May E-mail: Mayms@unisa.ac.za	Masters: 3 Doctorates: 6
	Organisational Psychology  2024 RFA_IOP_Organisation	Prof AP Flotman E-mail: flotma@unisa.ac.za	Masters: 18 Doctorates: 7
	Psychological Measurement	Prof S Grobler E-mail: grobbs@unisa.ac.za	Masters: 4 Doctorates: 2

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	 2024_RFA_IOP_Psychological Measurement.doc		
	Organisational Neuroscience  2024_RFA_IOP_Org Neuroscience.doc	Prof DJ Geldenhuys E-mail: Geldedj@unisa.ac.za	Masters: 2 Doctorates: 1
	Performance Management, Reward and Remuneration  2024_RFA_IOP_Reward Remuneration.doc	Prof F Maloa E-mail: maloaf@unisa.ac.za	Masters: 10 Doctorates: 3
	Qualitative Well-being and Adjustment  2024 RFA_IOP_Qualitative W	Prof HA Barnard E-mail: barnaha@unisa.ac.za	Masters: 5 Doctorates: 4
	Work-related Sense of Coherence  2024 RFA_IOP_Work-relatec	Dr N Bekwa E-mail: Bekwann@unisa.ac.za	Masters: 10 Doctorates: 1
	Socio-analytic Methods  2024 RFA_IOP_Socio-Analyti	Prof MS May E-mail: mayms@unisa.ac.za	Masters: 4 Doctorates: 5
	Smart Technology, Artificial intelligence, Robotics and Algorithms (STRATA) in the Context of the Fourth Industrial Revolution (4IR)  2024_Focus_Area_4th Industrial Revolution.c	Prof RM Oosthuizen E-mail: oosthrm@unisa.ac.za	Masters: 13 Doctorates: 5

Department name	Focus Area	Lead Researcher (Contact Person)	Capacity per Focus Area/Research Team
	Open Distance e-learning (ODEL), Higher and Secondary education  2024 RFA_IOP_ODeL_Higher	Mrs L Tonelli E-mail: leyl@unisa.ac.za	Masters: 3 Doctorates: 1
	Integrity, Ethics and Risk  2024_Focus_Area_Integrity_Ethics_Risk.docx	Dr A van Niekerk E-mail: vnika2@unisa.ac.za	Masters: 6 Doctorates: 2
	Coaching Psychology  2024 RFA_IOP_Coaching Psy	Dr L Steyn E-mail: steyn13@unisa.ac.za	Masters: 3 Doctorates: 1
	Career Psych HDC and Retention  2024 RFA_Career HCD Retention.docx	Prof N Harry E-mail: harryn@unisa.ac.za	Masters: 13 Doctorates: 6
	Employment Relations and Industrial Psychology  2024_Employment Relations and Industri	Dr MA Matjie Email: matjima@unisa.ac.za	Masters: 2 Doctorates: 1