

FACULTY OF COMMERCE, LAW AND MANAGEMENT

DEAN: PROFESSOR J COHEN BCom Hons PhD (Witwatersrand)

Doctor of Philosophy

AFADZINU, Nana Asantewa

Wits School of Governance

THESIS: Understanding indigenous philanthropy in Ghana from an Akan perspective

The thesis examines indigenous philanthropy in Ghana from an Akan perspective, utilising indigenous methods. It explores the meaning, nature, and practice of Akan philanthropy and its influences by colonisation and westernisation. Her findings reveal that indigenous Akan philanthropy exists and aligns with broader African philanthropy, contributing to the global philanthropy discourse. The work addresses gaps in understanding indigenous philanthropy, emphasising the need to decolonise philanthropy and recognise its diverse forms, offering new insights into African and global contexts.

Supervisors: Professor D Everatt and Professor B Moyo

AGYAPONG, Daniel

Graduate School of Business Administration

THESIS: Circular economy practices and sustainability financing mechanisms in Ghana

The thesis investigates the factors that influence circular economy financing and their effects on waste management practices and firm performance in Ghana. The thesis employs a PLS-SEM to provide a quantitative analysis of how financial readiness, investment preparedness, and the broader business environment contribute to the adoption of circular economy practices. The evidence highlights valuable prescriptions for policymakers, waste management firms, and investors, underscoring the need for strategic investments to enhance sustainability and improve overall firm performance in the waste sector.

Supervisor: Dr G Tweneboah

ATIPAGA, Umar-Farouk

Graduate School of Business Administration

THESIS: Essays on exchange rate movements and stock returns in emerging and frontier African economies

The research explored four distinct, yet interconnected essays on African currency and equity market dynamics. Using wavelets, quantile regressions, and transfer entropy techniques, the study among others, found diversification and hedging benefits from advanced markets for some African equities at different time scales. Advanced economies offer safe-haven benefits for some African equities in extreme market conditions. While African policymakers can pursue currency stability to unlock portfolio flows, investors must appreciate the existence of heterogeneity in African markets over different horizons.

Supervisors: Dr G Tweneboah and Professor P Alagidede

BHUGWANDIN, Kubeshnie

Graduate School of Business Administration

THESIS: Strategic approaches to disruptive innovations in regulated markets: two cases of state-owned electric utilities

Electric utilities are navigating a wave of disruptive innovations that are reshaping the energy sector. A multi case study was used to investigate strategic approaches to disruptive innovations in the regulated electricity markets of South Africa and France. The theoretical interrelationships between Disruptive Innovation Theory, Dynamic Capabilities and Ambidexterity were explored within the regulated markets to present various strategic options for executives to successfully operate in evolving electricity markets and national energy regulators on how to reshape the industry.

Supervisors: Professor T Carmichael and Dr C van der Hoven

CHINOMONA, Rudo Cynthia Christine

Business Sciences (Management)

THESIS: Predictors of willingness to participate in e-waste recycling in Johannesburg: a case of electronic and electric repair firms

This study addresses South Africa's urgent need for proper electronic waste (e-waste) management practices and policies, especially given the rapidly growing technology sector. By examining awareness, knowledge, and attitudes toward e-waste recycling in Johannesburg's electronic repair SMEs, the study utilizes theories like TPB and SEM methodology to analyze the predictors of recycling willingness. Findings reveal significant positive relationships between e-waste awareness, knowledge, and attitudes, encouraging organizations like eWASA to foster recycling practices. Drawing from the findings this thesis provides academics, managerial and policy recommendations relating to e-waste management.

Supervisor: Professor O Samuel

DADZIE, Emmanuel Asuah

Graduate School of Business Administration

THESIS: African financial markets and global uncertainties: nonlinearities, asymmetries, and information flow

This thesis models the effects of global uncertainties on African financial markets, focusing on stock and currency markets across the continent. It aims to address gaps in the literature, particularly the lack of research on nonlinearities, asymmetries, and the flow of information between global uncertainties and African markets. Using the Complete Ensemble Empirical Mode Decomposition with Adaptive Noise (CEEMDAN), Variational Mode Decomposition (VMD), and nonlinear econometric techniques, the thesis provides empirical evidence and valuable policy prescriptions for policymaking in Africa.

Supervisor: Dr G Tweneboah

DAKA, Lincoln

Economics

THESIS: The effect of parental education on child and adult health in Zambia: a regression discontinuity analysis

The thesis examines the effect of education on child health, fertility and HIV/AIDS seroprevalence status in Zambia. To circumvent the endogeneity of education he uses Zambia's Universal Free Primary Education policy as an exogenous source of variation in education. His application of a fuzzy regression discontinuity design shows that education improves child health and lowers fertility and HIV seroprevalence. Overall, the findings highlight the heterogeneous nature of these effects of education on health, including across household wealth.

Supervisor: Professor F Booysen

DENNISON, Margaret Opelo

Business Sciences (Management)

THESIS: Exploring the concept of strategy as practice in National disaster risk reduction: the case of Botswana

The study explores the concept of Strategy as Practice (SAP) in national Disaster Risk Reduction (DRR): the case of Botswana. It considers the process in which individual interactions and interpretations of organisational strategy lead to enactment of strategy on the ground. Findings indicate that historically, disaster mitigation has been conducted without effective communication and coordination of strategies and systems at national, district and village levels. The study recommends an SAP based framework to promote proactivity in reducing disaster risks.

Supervisor: Professor D Coldwell

EDAYI, Juliet Eronmwon

Business Science

THESIS: Fostering retention of talented and skilled employees by understanding the motivators of employee turnover intention from a South African SME perspective

Research on employee turnover intention in SMMEs is surprisingly limited given the disruptive and costly consequences of actual employee turnover. This thesis addresses this gap by providing novel insights into factors that prompt the decision of employees to leave their jobs at SMMEs. The results of this study show that transformational leadership, perceived empowerment, and job satisfaction reduce employee turnover intention, thus providing important insights into how entrepreneurs are able to pre-empt actual turnover and retain talent accordingly.

Supervisor: Dr R Venter

GREENBLATT, Jennifer

Graduate School of Business Administration

THESIS: Activating concentrated curiosity in problem construction to enhance creative problem solving
The Concentrated Curiosity Model presented in this thesis proposes a novel approach to creative problem construction. This new theory combines a novel "interrogative" approach to information search, focusing on iterative question generation, with a novel "composite framing" approach, enabling conceptual combination in sequential narrow problem framing. The model is tested through an experimental approach and then expanded into an implementation framework informed by more fieldwork. The implementation framework is finally extensively tested through iterative action research within an organizational case site.

Supervisor: Professor G Lee

JACOBS, Jevon

Wits School of Governance

THESIS: Alternative resident-led governance in the housing sector: the case of Ruo Emoh, Cape Town
This thesis critically analyses the case of Ruo Emoh ('our home') in Mitchells Plain through insurgent resident-led urbanism. Ruo Emoh, a medium-density housing development, began in 1995 as a resident-led savings scheme aimed at providing adequate and affordable housing tenure. However, the state's centralist housing delivery mechanisms prohibit residents from assuming active - and recognised - roles in housing delivery. The thesis argues that democratic mobilisation is impossible, especially against a detatchist state that has eroded or corrupted the agency of citizens.

Supervisor: Dr C Abrahams

KANGUWE, David Fikile

Graduate School of Business Administration

THESIS: Entrepreneurial orientation and financial performance in the South African construction and materials sector: a focus on bricolage capability and absorptive capacity
This pioneering thesis used the theoretical framework of the resource based and contingency theories to investigate the role of bricolage capability, absorptive capacity, and organisational identity as potential moderators to the EO-performance-environment relationship of the South African construction and materials sector. The study contributes a unique managerial orientation to the Strategic Entrepreneurship literature which advances knowledge on how various internal resources and capabilities can be orchestrated for optimum performance and used as complementary assets to improve EO-performance outcomes.

Supervisor: Professor B Urban

KAPIAMBA, Luabeya Frank

Graduate School of Business Administration

THESIS: Natural resources, productive structures and economic performance across sub-Saharan countries: Economic complexity and product space perspectives
This study explores the growth dynamics of sub-Saharan countries, contrasting resource-rich and resource-poor economies. It challenges the conventional resource curse narrative by focusing on the role of productive capabilities. Using an extended growth regression framework, complex network theory, and machine-learning techniques, it reveals that limited incentives to develop capabilities, not resource dependence, constrain sustained growth. The study advocates shifting policy focus from maintaining sound macroeconomic fundamentals to nurturing capabilities through targeted industrial and innovation policies to foster long-term economic growth.

Supervisor: Associate Professor J Odei-Mensah

KGOSINYANE, Pogisho Godfrey

Wits School of Governance

THESIS: Decoding the District Development Model to understand decentralised governance in South Africa
The study examines how the District Development Model in South Africa points to a recentralising tendency in the state. The model assumes that interests of governance actors are homogenous and core governance principles align. The thesis reveals uneven and fascinating interactions in two cases where different political parties govern different spheres of government. It demonstrates how multi-level governance is steeped in contestation, and in the context of coalition governments, critiques political culture in South Africa and its decentralised governance arrangements.

Supervisor: Dr C Abrahams

KIGEN, Fiona Cheruiyot

Marketing

THESIS: The effect of cognitive dissonance on customer loyalty among demarketed segments in the banking sector with communication openness as a moderator

This study explores how firms, specifically banks, manage customers when offering them one product but declining them for another, a necessary practice known as demarketing. Through the lens of cognitive dissonance and commitment-trust theories, it examines how demarketing ultimately affects customer loyalty. Findings suggest that demarketing diminishes customer satisfaction and loyalty, but that coping mechanisms employed by customers may moderate this effect. Ultimately, the study offers practical solutions that banks can use to navigate the challenges associated with demarketing.

Supervisor: Professor M Venter

LARBI, Lee Calvin Jojo Tete

Business Sciences (Management)

THESIS: Determinants of Corporate Social Innovation in South Africa's Commercial Banking Sector

This mixed-methods thesis provides unique insights into the various factors shaping the propensity of South African commercial banks to engage in Corporate Social Innovation. Through a quantitative survey and qualitative semi-structured interviews of CSR professionals, the research examines the direct effects and indirect effects of individual predictors of Corporate Social Innovation. In so doing, this study has sought to provide an empirically grounded novel understanding of the necessary conditions to foster Corporate Social Innovative behaviours in order to address societal challenges.

Supervisor: Dr R Venter

MABHALI, Luyolo Andrew Baxolise

Graduate School of Business Administration

THESIS: Effect of dynamic workforce capabilities on firm-level innovation in the South African metals industry

The focus of this research was investigating the influence of education qualifications, tenure, and demographic background on firm-level innovation in the South African metals industry. A positive correlation was found across all three factors and firm-level innovation. The positive value of the correlation coefficient also showed that a positive change in these three factors results in a positive change in firm-level innovation. Therefore, the dynamic workforce capabilities, made up of these three factors, warrant consideration in the dynamic capabilities literature.

Supervisors: Dr M Mzyece and Dr P Omotoso

MAINGEHAMA, Francisca

Business Sciences (Management)

THESIS: Growth effects of human capital and innovation in small and medium-sized South African firms before and after the COVID-19 pandemic

Building on Penrose's theory of firm growth and the resource-based view, this study develops a model linking human capital, innovation, and entrepreneurial orientation to firm growth. A systematic review of 206 articles (2000-2020) informs the model, which is then tested using data from 497 respondents and partial least squares structural equation modeling. Key findings reveal innovation's critical role in mediating entrepreneurial orientation and human capital effects on SME growth, advancing understanding within the South African context.

Supervisor: Professor C Callaghan

MEKWA, Itumeleng Eskia

Graduate School of Business Administration

THESIS: Voluntary and Involuntary delisting and shareholder wealth in the Johannesburg Securities Exchange (JSE)

The thesis examined the wealth effects and determinants of delisting events on the Johannesburg Stock Exchange. Contrary to previous literature, voluntary delisting events do not exhibit significant abnormal returns, indicating efficient market incorporation of delisting information. Most notably, new evidence uncovered suggests that voluntary delisting affects the consumer non-cyclical and industrial sectors, while involuntary delisting primarily impacts the technology stocks. The study provides policy recommendations to mitigate the negative impacts of delisting, and support for delisted firms.

Supervisor: Professor P Alagidede

MOKHOHLANE, Daniel Manama

Wits School of Governance

THESIS: Impact of Mega Astronomy Infrastructure Projects on Development in the Rural Northern Cape, South Africa

This PhD is awarded to Daniel Manama Mokhohlane, whose unique contribution to knowledge is the development of a new framework for mega astronomy infrastructure projects for development of rural areas. His thesis grappled with the relationship between mega astronomy infrastructure and economic development in rural communities in the Northern Cape. It also engages with the paradoxes of development in marginal communities, casting a new light on development theory and its utility for rural development. We congratulate Daniel on his significant accomplishment. Supervisors: Professor M Qobo and Professor I Sarakinsky

MOLOKWANE, Masibane John

Wits School of Governance

THESIS: The post-1994 land reform prism to interrogate development planning in South Africa

While land reform has featured in various policies post-1994, it has not been elevated and used as a central means in advancing development planning and development to address socio-economic challenges. This study, therefore, took a unique approach, unlike previous studies examining land reform in the context of development planning and development. The study aimed to address the dearth of literature that prioritises and focuses on the instrumentality of land in development and the inability of the post-1994 South African land reform approach to view land as a development tool.

Supervisor: Dr K Pooe

MPOFU, Kathleen

Law

THESIS: Using a Multilevel Governance Framework for the reform of the International Investment Law Architecture
The thesis explores the reform of the international investment law system. It identifies that the current reform process is deficient in that it does not cater to the needs of a wider range of stakeholders beyond investors. To address a broad range of substantive and procedural concerns currently plaguing the system, the thesis makes use of the multilevel governance framework to effectively organise and incorporate the different stakeholders and different levels of governance into the international investment law system.

Supervisor: Professor M Forere

NATTO, Dinah Milembe

Graduate School of Business Administration

THESIS: Effect of Corporate Governance on firm performance and economic growth: a comparative analysis

The study investigates the effects of corporate governance and institutional quality on firm performance and economic growth in emerging and developed markets. Using the Generalized Method of Moments (GMM), the research finds that corporate governance has significantly improved in emerging markets, with South Africa leading. However, weak institutions can negate these benefits, particularly in emerging economies. The study highlights the importance of strong governance and institutional frameworks for promoting economic growth and firm performance, offering valuable insights for policymakers and investors.

Supervisor: Associate Professor T Mokoaleli-Mokoteli

NCAMANI, Sibulelo

Graduate School of Business Administration

THESIS: Determinants of business success and failure for South African financial services companies doing business in West Africa

South African companies have expanded into the rest of the continent seeking growth opportunities. Some encountered challenges exiting the targeted host countries. This study analysed factors which cause South African financial services firms to succeed or fail in West Africa. It makes a significant contribution to the field of International Business Management adding to the existing literature by expanding on the commonly used frameworks on internationalisation. It presents a roadmap to assist executives when making pertinent decisions concerning West Africa.

Supervisor: Dr R Horne

NORTJE, Jacqueline

Graduate School of Business Administration

THESIS: Customer behaviour change through gamification: Goal framing and temporal effects

Gamification is a widely used design strategy deployed widely to encourage participation in key behaviours. Despite its widespread use, and continuous growth, there are aspects that are poorly researched or insufficiently grounded in theory. This thesis investigates two such aspects: the use of goal setting and the use of gamification over extended periods. The thesis enhances the use of goal setting theory within a gamification context through an alternative framing methodology and delivers insights on the long-term impact of gamification.

Supervisor: Professor G Lee

NYAMVURA, Elliot

Business Sciences (Management)

THESIS: Supply Chain Resilience and Supply Chain Performance: Examining the moderation and mediating effect of collaboration activities and risk management culture

This research explores the critical relationship between Supply Chain Resilience (SCR) and Supply Chain Performance (SCP), emphasising the role of collaboration and risk management culture. Analysing data from 316 food manufacturers and retailers in Qatar, the study reveals that SCR enhances SCP, particularly when supported by strong collaboration and risk management culture. It offers practical strategies for developing resilient, high-performing supply chains capable of withstanding global disruptions, benefiting industry leaders and policymakers alike.

Supervisor: Professor F Saruchera

OLUMIDE-OJO, Nkiru Juliet

Marketing

THESIS: A two-perspectives study of 4ps of brand leadership for two African brands: effects of employee customer-oriented behaviours and customer brand admiration

Dangote, DSTV and MTN are consistently Africa's top admired and brand leaders. This study took guidance from three theories and five models to identify people, person, product and place factors (4Ps) behind DSTV and Dangote brand leadership and admiration. For both brands people and person impactful factors are perceived organisational support, employee-brand fit, brand knowledge, brand belief, and transactional leadership. Key product and place drivers are brand warmth and competence, enabling and enriching benefits, product and service availability, basic country and category-country images. Brand admiration significantly impacted brand leadership dimensions of brand quality, value, popularity and innovativeness.

Supervisor: Professor H Duh

RADEBE, Osiel Bongani

Wits School of Governance

THESIS: Evaluation of the civilian intelligence service oversight model: A South African perspective

Intelligence is vital for state security but requires robust governance to ensure accountability and protect civil rights. This research evaluated South Africa's post-1994 civilian intelligence oversight system, highlighting regulatory and institutional weaknesses. It recommends targeted reforms to enhance transparency and accountability, including reviewing legal frameworks and oversight mechanisms. Emphasising the integration of societal and constitutional values, the study advocates aligning these values with regulatory and institutional frameworks for effective governance.

Supervisors: Dr K Poee and Professor A Van Nieuwkerk

SEBASTIAN, Avani

Business Finance

THESIS: How does integrated report quality affect decision-making? An equity analyst perspective in the South African Market

Given that uncertainty increases proclivity for behavioural biases, and that integrated reports are intended to reduce uncertainty, this thesis explored the effect of integrated reports on equity analysts' biases. Using qualitative and quantitative methods, it was established that analysts prefer direct interactions with management over integrated reports. The findings show herding around the consensus and scepticism of the information in integrated reports. The extent of scepticism varies according to the proximity of the analyst to previous instances of financial misstatement.

Supervisor: Professor Y Seetharam

STAROSTA, Paulina Dagna

Law

THESIS: The role of psychology in legal education: incorporating cognitive science into legal pedagogy

Criticisms of legal education suggest that students leave law schools without the lawyering competencies required of effective legal practitioners. Psychology has a great deal to teach us about the core competencies of lawyering. This thesis proposes that psychology and cognitive science can be used to better equip students to practice law. This thesis proposes an undergraduate bridging course on how psychology operates within the law and the course is designed to show how cognitive science and psychological phenomena affect and impact on both the learning and the practice of law.

Supervisor: Professor M Du Plessis

TEMBO, Margret

Business Finance

THESIS: The institutional determinants of dividend policy: the case of African listed firms

This study examines the institutional determinants of dividend policy in Africa using panel data estimations over the period 2006 to 2020. Results highlight institutional factors' significance, with investor protection, financial development, and press freedom as key determinants. It also reveals a negative link between innovation and dividend policy. Institutional development moderates this, amplifying the negative impact in weak institutions and mitigating it in strong ones. Furthermore, firms in weak institutional settings tend to engage in more dividend smoothing.

Supervisor: Professor C Chipeta

VAN ZIJL, Wayne

Accountancy

THESIS: The evolution of consolidation accounting: an application of chaos and memetic evolution theory

Scholars of accounting history maintain that changes in how accounting is practised and understood are the result of economic stimuli, rational technical imperatives and the political interests of the accounting fraternity. This work advances an alternate perspective. It proposes that accounting change is best understood as a function of "memetic evolution". Drawing on Darwin's work on natural selection and chaos theory, the current study illustrates how consolidation, and contemporary, accounting is a product of accumulated selections informed by memetic games rather than the result of grand economic design.

Supervisor: Professor W Maroun

WOTELA, Ruth Rumbidzai

Graduate School of Business Administration

THESIS: Attitude and acceptance of Artificial Intelligence technologies in the South African financial services industry

The research investigates factors influencing employees' attitude and acceptance of AI technologies within the financial services industry. The results indicate that employee wellbeing, competitive pressure, perceived usefulness, management support, perceived ease of use, organisational justice and customer pressure are key determinants of attitude towards use of AI. Attitude towards AI influences acceptance of AI. Employees' job roles do not moderate the relationship between attitude and acceptance of AI, but experience does. An ITOE model for implementing AI technologies is developed.

Supervisor: Dr C Maier