

NELSON MANDELA

UNIVERSITY



April 2023

Autumn Graduation

Ceremony 1

Faculty of Business and Economic Sciences
Faculty of Engineering, the Built Environment and Technology
Faculty of Science

4 APRIL 2023 | 09:30



VISION

To be a dynamic African university, recognised for its leadership in generating cutting-edge knowledge for a sustainable future

MISSION

To offer a diverse range of life-changing education experiences for a better world

VALUES

Excellence

Diversity

Ubuntu

Social justice and equality

Integrity

Sustainable stewardship

Diversity

Excellence

Ubuntu

Social justice
and equality

Integrity

Sustainable
stewardship

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Congratulatory Message

Graduation is a significant milestone in life. It is the culmination of an academic journey that reflects your ambition, determination, commitment, perseverance, and demanding work. We know that this journey is not yours alone, as many have travelled with you. These are your friends, your lecturers, supervisors, mentors, and your family. They have invested in you financially, guided your studies, supported you and

encouraged you to keep going. But above all, they have believed in your ability to succeed and achieve this graduation dream.

Today, we celebrate not only what you have achieved, but what this promises going forward in terms of your potential as a graduate and alumnus of Nelson Mandela University.

Your education is your passport to the future – and the future hopes of our country and continent.

Indeed, education, is the foundation to a better world. As our namesake Nelson Mandela so eloquently put it:

“Education is the most powerful weapon which you can use to change the world.”

Today your joy is our joy too.

We salute and applaud your achievement and wish you every success for your future endeavours, wherever they may take you.

Congratulations!

Uthweso zidanga ludumo olubaluleke kunene ebomini. Yinkcochoyi kuhambo lwemfundo enomsila echaza ukunxanwa kwakho, ukuzimisela, ukuzinikela, ukunyamezela kwanomsebenzi otya ixesha. Siyayazi ukuba olu hambo asilolwakho kuphela, nanjengoko uninzi luthe lwakhenketha nawe. Abo ngabahlobo bakho, abahlohli bakho, amakhankatha, abacebisi, kwakunye nosapho lwakho. Batyale imali kuwe, bekukhokela kwizifundo zakho ze bakukhuthaza ukuba uqhubeke uye phambili. Kodwa ngaphezulu konke, baye bakholelwa kumandla wakho okuphumelela nokuzuza eli phupha lothweso sidanga.

Namhlanje sibhiyozela hayi nje othe wakuzuza, kodwa okulithemba lokuqhubekela phambili mayelana namandla owathweleyo njengothweswe isidanga kwaye ebengumfundi waseNelson Mandela University.

Imfundo yakho litikiti lakho elikukhokelela ebomini – kwaye ubomi obulithemba lelizwe nezwekazi lethu. Ngaphandle kwamathandabuzo, imfundo, sisiseko sehlabathi elingcono. Okanye, njengokuba eyibeka ngokucace gca uNelson Mandela xa esithi:

“Imfundo lelona krele lakhe lanamandla ongathi ulisebenzise ukutshintsha ihlabathi.”

Namhlanje uvuyo lwakho luvuyo lwethu nathi.

Dr Geraldine Fraser-Moleketi
Chancellor

Sikothulela umnqwazi kwaye sikuqhwabela izandla ngenzuzo yakho futhi sikunqwenelela impumelelo nakuso nasiphi na isigaba seenzame zobomi bakho, naphi na apho singakusa khona.

Huntshu!

Gradeplegtigheid is 'n belangrike mylpaal in die lewe. Dit is die hoogtepunt van 'n akademiese reis wat jou ambisie, vasberadenheid, toewyding, deursettingsvermoë en veeleisende werk weerspieël. Ons weet dat hierdie reis nie joune alleen is nie, aangesien baie mense saam met jou gereis het, jou vriende, jou lektore, toesighouers, mentors en jou familie. Hulle het finansieel in jou belê, jou studies gelei en jou aangemoedig om voort te gaan. Maar bowenal het hulle geglo in jou vermoë om sukses te behaal en hierdie droom om te graduateer te bereik.

Vandag vier ons nie net wat jy bereik het nie, maar ook dit wat dit vorentoe belooft in terme van jou potensiaal as 'n gegradueerde en alumnus van die Nelson Mandela Universiteit.

Jou geleerdheid is jou paspoort na die toekoms – en die toekoms hoop van ons land en kontinent. Inderdaad, onderwys is die grondslag vir 'n beter wêreld. Of soos Nelson Mandela dit so welsprekend gestel het:

“Onderwys is die magtigste wapen waarmee jy die wêreld kan verander.”

Vandag is jou vreugde ook ons vreugde.

Ons salueer en loof jou prestasie en wens jou alle sukses toe vir jou toekomstige ondernemings, waar hulle jou ook al mag neem.

Veels geluk!



Professor Sibongile Muthwa
Vice-Chancellor

About Nelson Mandela University



Dynamic and forward-thinking, Nelson Mandela University is a leader in generating cutting-edge knowledge for a sustainable future.

As a socially-embedded African university in the service of society, we offer a range of life-changing educational experiences, impactful research and innovation, and transformative engagement for a better world. We strive to change the world.

All of these are rooted in and informed by recent milestones in the University's history, such as the 2017 name change to Nelson Mandela University, the Vice-Chancellor's listening campaign and her inaugural address. This name took over from Nelson Mandela Metropolitan University, which itself

was the result of the merging of the PE Technikon, the University of Port Elizabeth and the Port Elizabeth campus of Vista University.

Today Nelson Mandela University is a sought-after educational destination in South Africa and the only higher education institution in the world to carry the name of Nelson Rolihlahla Mandela.

What we offer

Along with a first-class academic education, Nelson Mandela University provides students with a vibrant student life reflecting their involvement beyond the classroom. It is all part of the drive to produce holistic graduates who are life-long learners as well as socially



conscious and responsible global citizens.

Our campuses

Our seven campuses have a large footprint in Nelson Mandela Bay and George, and this is growing. In 2022 alone, we invested three-quarters of a billion rand in campus infrastructure. It's a massive investment in both the University and in the infrastructure of the city, contributing to its economy and urban renewal.

Our campuses

Bird Street Campus

George Campus

Missionvale Campus

North Campus

Ocean Sciences Campus

Second Avenue Campus

South Campus

Six of our campuses are in Gqeberha, in Nelson Mandela Bay, in the Eastern Cape Province. Four are in Summerstrand, one is in Bird Street in Central, and one in Missionvale. Our North and South campuses in Summerstrand are on a 840-hectare private nature reserve.

The seventh – our George Campus – is on the Garden Route, midway between Nelson Mandela Bay and Cape Town. Set at the foot of the Outeniqua Mountains, our “sustainability” campus is home to two centres of excellence – the School of Natural Resource Management and the School for Business and Social Sciences. It's where our ecological footprint meets business acumen for a sustainable future.

Ground-breaking projects

Medical School

Our programme to train MBChB graduates in Gqeberha is the first and only medical school in the western part of the province. Intentionally anchored in Missionvale to engender urban renewal and regeneration, it is set to make a tangible contribution to building capacity for accessible healthcare service delivery through its emphasis

on primary health care.

Ocean Sciences

The University has developed a range of marine and maritime education and training, research, innovation and engagement programmes to support Africa's blue economy that stretch across and within disciplines. Nelson Mandela University was ranked as the top institution in South Africa for UN Sustainable Development Goal Four: Life Below Water in 2021 <https://international.mandela.ac.za/About-Us/Mandela-International-News/News/Nelson-Mandela-University-shines-in-the-Times-High>.

Revitalising the Humanities

Our critical engagement with what it means to revitalise the humanities includes a focus on decoloniality and indigenous knowledges, with a quest to awaken transdisciplinary African scholarship and systems of thought.

Engagement and Transformation

We are on a journey of engagement and transformation, using humanising pedagogy to create an environment for learning to thrive in a socially just world. In co-creating the transformative, responsive university, in part through our Hubs of Convergence, we are making a difference in our communities.

Digitalisation

We are investing significant resources in advancing digitalisation in pursuit of excellence. This includes addressing the digital divide, broadening access to mobile devices and data connectivity, and upskilling students and staff for flexible modes of learning and work.

Sustainability

The University aims to contribute to the three indivisible dimensions of sustainability – economic, social and environmental – to promote a fair, liveable and viable world. Sustainability and responsible resource stewardship are critical enablers to support our drive to be an institution in the service of society.

Fast Facts

7 CAMPUSES
North, South, Ocean Sciences, Second Avenue (in Summerstrand) Missionvale (Missionvale), Bird Street (Central), George (George Campus in the Garden Route)



379 PROGRAMMES
(FROM CERTIFICATE THROUGH TO DOCTORAL QUALIFICATIONS)

7 FACULTIES
(Business and Economic Sciences; Education; Engineering, the Built Environment and Technology; Health Sciences; Humanities; Law and Science)



30 757 ENROLLED STUDENTS

6 INSTITUTIONAL RESEARCH THEMES

2 254 PERMANENT EMPLOYEES



STRATEGIC FOCUS AREAS

 **727 INTERNATIONAL STUDENTS**



43 DIFFERENT COUNTRIES

Office-Bearers of the University

CHANCELLOR

Dr GJ Fraser-Moleketi: MAdmin (UP), DPhil (*honoris causa*) (Mandela University)

CHAIRPERSON OF COUNCIL

Ambassador NP January-Bardill: BA, Cert in Ed (UBL), MA (Essex University, UK), Dip HR Management (Damelin)
Doctor of Laws (*honoris causa*) (Glasgow Caledonian University)

VICE-CHANCELLOR

Prof SW Muthwa: BA(SW) (Fort Hare), BA(SW) Hons (Wits), MSc, PhD (London University, UK)

DEPUTY VICE-CHANCELLOR: ENGAGEMENT AND TRANSFORMATION

Prof A Keet: BA, HDE, BEd, MEd (UWC), PhD (Edu Manag, Law and Policy) (UP)

DEPUTY VICE-CHANCELLOR: LEARNING AND TEACHING

Dr SF Moeng (Acting): BA, HDE, BEdHons (UPE), MSc (St Cloud State University, USA), DEd (NMMU)

DEPUTY VICE-CHANCELLOR: PEOPLE AND OPERATIONS

Mr LE Hashatse: BJourn & Media, BAHons (Rhodes), MA (Edith Cowan University, Australia)

DEPUTY VICE-CHANCELLOR: RESEARCH, INNOVATION AND INTERNATIONALISATION

Dr T Mgwebi: BSc, BScHons, MSc, HDipEd (Unitra); PhD (UCT); PGDeg (Tertiary Education Management) (University of Melbourne, Australia)

DEAN OF STUDENTS

Mr LP Jack: NDip(PMA)(EC Technikon), BTech(PM)(PET), BAPhil (US), MCom (UKZN)

EXECUTIVE DIRECTOR: FINANCE

Mr MR Monaghan: BCom(UPE), BComHons (UNISA), Professional Accountant(SA)

REGISTRAR

Mr EB De Koker: BA(UCT), BAHons (UNISA), MA(Pub Admin) (University of Warwick, UK)

PRESIDENT OF ALUMNI ASSOCIATION

Mr S Hlwatika: LLB (NMMU), PGDip (Labour Law Practice), LLM (Labour Law)(Mandela University)



Executive Deans of Faculties

BUSINESS AND ECONOMIC SCIENCES

Prof HR Lloyd: BCom, BComHons, MCom, DCom (UPE)

EDUCATION

Dr T Morar (Acting): PTD (Dower College), BA (UPE), BEd Hons (RU), MEd (Leeds, UK), BCom (Vista), DEd (Curtin, Australia)

ENGINEERING, THE BUILT ENVIRONMENT AND TECHNOLOGY

Prof M Sheldon: BTech BA, DEng (Chemical Engineering) (CPUT), Pr Tech Eng

HEALTH SCIENCES

Prof Z Zingela: MBChB (Natal), FCPsych (SA), MMed (UP), PhD Psychology (Mandela Uni)

HUMANITIES

Prof P Maseko: BA, BAHons (UWC), MA, PhD, PGDip in Higher Ed (RU)

LAW

Dr L Biggs: BCom (Law), LLB(UPE), LLM (Labour Law) (Cum Laude), LLD (NMMU)

SCIENCE

Prof A Muronga: BSc, UED(UNIVEN), BScHons, MSc (UCT), PhD (University of Minnesota, USA)

DEAN OF LEARNING AND TEACHING

Dr P Kota-Nyati: BA(Vista), BAHons, MA Couns Psych (UPE), DPhil (Mandela Uni)

Order of Proceedings

Entrance of Academic Procession

Moment of Silence

Constitution of Congregation and Welcome

Vice-Chancellor

Choral Item

Nelson Mandela University-George Campus Choir

Awarding of Qualifications

Vice-Chancellor

Conferring of Doctoral Degrees

Vice-Chancellor

Message of Congratulations and Dissolution of Congregation

Vice-Chancellor

National Anthem

(The congregation is requested to stand for the singing of the National Anthem)

Departure of Academic Procession

(The congregation is requested to remain standing until the academic procession has left the hall)

* The words *Cum Laude* indicate that the diploma or degree is awarded with distinction to the candidate/s listed



FACULTY OF BUSINESS AND ECONOMIC SCIENCES

HIGHER CERTIFICATE IN BUSINESS STUDIES

ANDRIES, Chumisa
ATHIMPOOLAM, Mlle Derese
BONI, Khanya
BROWN, Stephina
CAGA, Okuhle
CASA, Thandolwethu
DLADLA, Boitumelo Mapaseka
DLAMINI, Olorato
DLULA, Chumani
DUDUMAYO, Sinokholo
DULUNGANA, Yanelisa
GAVU, Simlindile
GONGQOBA, Phumelela Achieve
GWEVU, Shaleen Jaqueline
HLATSHWAYO, Samkelo Xolani
HLENGWA, Bongiwe Samantha
KANUNU, Kamvelihle
KIEWIETS, Brian
KUSE, Zukhanye
LAUBSCHER, Ilze Anmeri
MABENA, Faith Cherish
MADLEBE, Lindokuhle
MADUBA, Ntombifuthi Baby Precious
MAFIKA, Yandile
MAFUDUKA, Athule
MAJOLA, Nontethelelo
MAJOLA, Siyamdumisa
MAKAFANE, Itumeleng Joseph
MALIWA, Masonwabe
MANTENGU, Mbali
MAPHINI, Mandilive
MASO, Zukisa
MASUKU, Eddie Bonginkosi
MATHABELA, Nokubongwa Thubelihle
MAVUSO, Lwando
MAXWELE, Buhle Pretty
MBALEKWA, Songezo
MBANDE, Asenathi
MBETSHE, Akho
MBINDA, Asiphe
MBOKODWANA, Zongeziwe
MCHUNU, Nokulunga Nontokozo
MDLULI, Keletso Duncan
MELAPI, Andiswa
METSHO, Anelisa
MFIHLO, Amahle
MHLONGO, Sneliso Ntombifuthi
MLONZI, Alungile
MNYAMANA, Elicit
MOLEFE, Nosipho Ntswareleng
MOTLOUNG, Thabang Mggwn
MPAHLENI, Asavela
MTALANA, Botshelo

MTANA, Liyabona
MTEMBU, Ntuthuko
MTIKELA, Noluthando
MVULENI, Imibongo
MXHEGO, Yakupha
MZOLO, Nokuhle Nomfundo
NDABENI, Linda
NDLANGAMANDLA, Wandile
NDUBELA, Zanele
NGIDI, Ntomb'Futhi
NGQOLA, Khanya
NJENJANI, Lusanda
NONTANDA, Atayanda
NQINA, Zanda
NYAWUZA, Minentle Mandlakazi
PAPOLE, Dipuo
PHIRI, Zanele
POTWANA, Sanelisiwe
PUTASE, Sinovuyo
QWATEKANA, Asafika
RAMALAMULA, Wendy
RAMOKEPA, Lesedi Charity
SIBEKO, Sipho Khutso
SIBIYA, Nomthandazo
SIPUKA, Nonikwa
SITHOLE, Ncedile Nurse
SMITH, Nandy
SOKHELA, Hlengiwe Nomcebo
TIKANE, Nosipo
TSHAYINGCA, Athenkosi
XAKUVANA, Lindokuhle
XHALA, Hluma
YAMILE, Aliziwe
ZIHLE, Sinelizwi
ZULU, Sibusiso Siphosakhe
ZUMA, Mthobisi

CUM LAUDE

BONYA, Anoxolo Somzukisa
BOSMAN, Lisakhanya
GIBISELA, Lonwabo
HLOTSHANA, Lindiswa
HODI, Asemahle
KONA, Zinzi
KWINANA, Nokubonga
MABONELA, Bonke
MADI, Phumzile
MAKGOBATLOU, Kgothatso Precious
MASHILE, Glen Kagiso
MDITSHWA, Hope
MIYA, Ntombizonke
MMUTLANYANA, Mosa Valencia
MNGANYANA, Simamkele Kanyisa
MONKOE, Karabo Joy
MPUZI, Sinovuyo

NJOVANE, Chulumanco
PANDLE, Thando
RAYI, Siphokazi
SIBULAWA, Wendy Aphiwe
SITHOLE, Kulani
YIGWANI, Sindisiwe
ZUNGU, Sanele Qiniso

DIPLOMA IN MANAGEMENT

BADA, Siphosethu Fracious
BOTH, Thandolwethu David
DETSHE, Masixole
GATEBE, Njabulo Goodluck
HENDRICKS, Mequette
JANUARY, Dean Peter
JARA, Thobela
JONGA, Thembeke
KONDILE, Philela
MBOYA, Mvuyisi
MBUKWANA, Ayabulela Andrew
MELULA, Linathi Mhlali
MSWELANTO, Asonela
PYLMAN, Cynthia
VAKALISA, Sibulele
WINDMAKER, Nontembeko Mirriam

CUM LAUDE

CLOETE, Marochelle Dirika
JANTJIES, Bernelee Blanche
PHALISO, Zikhona
PLAATJIE, Athenkosi Aphelele Ayabonga

DIPLOMA IN MARKETING

AVER, Tacara Joy
FEBANA, Nwabisa Yolanda
JADU, Siphosethu
KONKWANE, Onwabile
LETS HOLONYANE, Goitse mang Irene
MADABA, Rulwani
MANGALI, Nosibabalo
MDYOGOLO, Ntsikelelo
MNONOPI, Sibongi wonga
NONGALO, Sipokuhle Sinalo
NTLOANA, Happy Rakau
SOBAYI, Sindisile
SOBEKWA, Sinovuyo

DIPLOMA IN TOURISM MANAGEMENT

BOSHOF, Dilan Edwin
DYASI, Nothemba
KWEQE, Likhona Sipiwe
MAGOLOZA, Zandile Patience
MALIBA, Mphiwe Fana
MAXHEGWANA, Nhlanhla Lucky
MPHAPHULI, Phumudzo Lutendo

MXINWA, Siphesihle
NAHA, Bafokeng
NAKANI, Lutho
NGINGI, Lungelo
NGUDLE, Phumlani
NHLAPO, Simangele Patricia
NKUNA, Ngobile Hope
NOTSHUNI, Phatheka Bernado
PAULSEN, Keone-Shenley
QUNTANA, Asanda
SENYATSO, Thato Mary-Jane
SHWENI, Sinazo Mhlali
TYALI, Lilitha
ZOKUFA, Viwe

CUM LAUDE

BOUWER, Sanet

BACHELOR OF COMMERCE

KIRSTEN, Stephen
LEUENBERGER, Michaela Sheena
NOMBEWU, Chuma
ROELOFSE, Jean-Marie
SHANGE, Nokuthula

BACHELOR OF COMMERCE (ACCOUNTING FOR CHARTERED ACCOUNTANTS)

JACOBS, Lihle Vusumzi
MIGGELS, Farlaccion Fernando
VERMAAK, Johandri

BACHELOR OF COMMERCE (GENERAL ACCOUNTING)

BHANA, Kimberly Janodene
BURISCH, Tamryn
DAVIDS, Alison Kim
DUMA, Nosipho
FOUCHE, Thomas Carl
JUBISA, Azola Sisipho
NTSHANGASE, Zikhona
RADEBE, Nonhlanhla Faith
VAN DER MERWE, Levona

ADVANCED DIPLOMA IN BUSINESS STUDIES (MANAGEMENT PRACTICE)

ANDREWS, Adon Curtley
DU PREEZ, Johan Andries
JACK, Sinovuyo
KEMP, Nathan
MAART, Ronea Dawn
MATHISO, Zola Prudence
MSIZI, Nwabisa Bavuyiswe
NJOKWENI, Nomazizi
PONOYI, Awonke

**ADVANCED DIPLOMA IN BUSINESS STUDIES
(MARKETING MANAGEMENT)**

NTSOMI, Asanda Bridget

SAAYMAN, Xander
VAN HEERDEN, Gideon Stefanus
VAN ZYL, Miancke Mari

FACULTY OF ENGINEERING, THE BUILT ENVIRONMENT AND TECHNOLOGY

HIGHER CERTIFICATE IN INFORMATION TECHNOLOGY IN USER SUPPORT SERVICES

BAMBELO, Aviwe
CANDA, Sibabalwe
CHAUKE, Jane
CWETHI, Lindelwa
DAWETI, Siphenathi
JALUBANE, Zama Gift
KHONDLO, Sinesipho
KING, Lebogang
KOTELO, Lesego
LUBISI, Siyamthanda
MAGOPHENI, Chumani
MAHOWA, Lisa Mmabatho
MAMPA, Thabang
MASUKU, Njabulo Goodman
MAVANGO, Zusisphe
MBATHA, Zothile Londiwe

MBENGUZANA, Amahle
MNCUBE, Godfrey
MOKWENA, Serero Immanuel
MOLOI, Kananelo Martin
MOSEBEKOA, Palesa
MSWELI, Asiphe
NDLUMBINI, Lihle
NHLAPO, Kutlwano Bayi Samuel
NKAMBULE, Ntokozo
NKOSI, Siphemandla Sanele
NTSITHO, Lunathi
QAKAZA, Kanyisile
QAKU, Yanga
SITYEBI, Nonceba
SKAMA, Entle Siyamthanda
TENZA, Philiswa
THOBEJANE, Mampaki Nyakego
TWANI, Asakhe



FACULTY OF SCIENCE

HIGHER CERTIFICATE IN VELDFIRE MANAGEMENT

CELE, Sinqobile
CHAUKE, Simphiwe
DLAMINI, Mbalenhle
FEKENI, Nolipha
GANSI, Nomzamo
JACA, Silondiwe
JALI, Athi
KHOSA, Bridgeiman
KHOZA, Luyanda
KHUMALO, Justice Sizwe
KOLANISI, Konele
LUDIDI, Nomapostile
LUTHULI, Sphelele Justice
MADLALA, Hlobisile
MAGAGULA, Melusi Magnificent
MAKHUBALO, Sindiswa
MALIWA, Kamva
MATSILI, Litha
MATSOSO, Motsamai Phakoe
MAVUSO, Londiwe
MGQIBI, Bonga
MPONDO, Snoxolo Nicky
MTINGANE, Mluleki
MTSODO, Indiphile
MZIMVUBU, Simamkele
MZONDI, Mlamli Gift
NGAPHI, Ayabulela

NGIDI, Babalwa
NGXONGONYA, Neziwe
NKOSI, Thandiwe Charity
NOKALIPA, Gugulethu
NOMCUTSHA, Unesipho
NOMGEJO, Endi
NOMNGONGO, Aviwe
NTLABATHI, Athi
POSWA, Sibabalwe
POSWAYO, Amahle Chressie
QONDOBE, Lusanda
RWANTSANA, Bulelwa
SETHATHI, Rorisang
SIDIYA, Zimkhitha
SIKOBI, Wanda
SITYEBI, Achuma
THUSI, Margaret Mbali Noluthando
TSHILWANE, Andile
TUSWA, Elihle
VAN ZYL, Alodi Heilike
VIMBA, Phumza
XHINELA, Zandile

CUM LAUDE

MABANE, Iona Eyanda
MAHLABA, Zama
MATSOTSO, Mamello Realeboha
PETER, Nomtha Manelisa Sweetness
RODO, Amanda
ZWANE, Ayanda

DOCTOR OF PHILOSOPHY

BERMAN, Gabriella Kirsty

(Marketing)

Title of thesis:

DESIRED SENSORY BRANDING STRATEGIES IN-STORE VERSUS ONLINE: THE SKINCARE INDUSTRY

Supervisor: Dr A Potgieter

Co-supervisor: Prof M Tait



THE DEGREE OF DOCTOR OF PHILOSOPHY (MARKETING)

GABRIELLA KIRSTY BERMAN

Previous qualifications:

2017 National Diploma in Marketing
2018 Advanced Diploma in Marketing
2019 BCom (Hons) in Business Management
2020 MCom in Marketing

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Nelson Mandela University



Thesis:

*DESIRED SENSORY BRANDING STRATEGIES IN-STORE VERSUS
ONLINE: THE SKINCARE INDUSTRY*

The purpose of this study was to investigate the sensory experiences desired by consumers when shopping for skincare products in-store, as opposed to online, through the development of a conceptual model. The results indicated that both traditional and digital sensory branding strategies had a relationship with brand loyalty, albeit weak, which was attributed to the mediating role of brand experience. Touch was found to be imperative, therefore it is recommended that skincare brands use in-store aestheticians or beauticians. Online marketing could include the use of moving images GIFs or “unboxing” videos by brand ambassadors. It is further advisable that affordable sample packs be sold online and that PayFlex be offered to address price sensitive consumers.

Supervisor: Dr A Potgieter
Co-supervisor: Prof M Tait

Congratulatory Message from the Alumni Association

Congratulations on your academic achievement!

Welcome to the Nelson Mandela University family. You are now a Nelson Mandela University alumna/us.

We would like to take this opportunity to introduce you to the Nelson Mandela University Alumni Association.

Once you have obtained your Nelson Mandela University certificate, diploma or degree you become an alumna/ us of the University and a member of the Nelson Mandela University Alumni Association. The Association is approved by the University Council as a structure of the University. The Association supports and enhances the realisation of the University's vision and mission through maintaining and expanding positive relationships with its members.

The Role of the Alumni Association Office

Primarily, the ARO builds relationships and maintain strong links with graduates, parents, friends and supporters of the University through events, newsletters, social media, the alumni and friends magazine Thetha and services. .

The Role of Nelson Mandela University graduate

We encourage you to attend the alumni engagement events, be an active alumni ambassador, support your alma mater in a variety of ways including sharing news, expertise, skills, and contributions in cash and kind. For more information regarding University projects you can support please visit the University giving page <https://mandela.ac.za/giving-to-mandela-university>

Mandela Alumni Connect – the online alumni networking platform

Join the Mandela Alumni Connect community - to stay in touch with fellow alumni, get informed about events, career guidance, mentorship initiatives and expand your network. Register on <https://alumni.connect.mandela.ac.za/> Visit our website and follow or connect to our social media channels for more information regarding our alumni digital networking platform.

At any given time, when you happen to be on Campus, we welcome your visit to the Alumni Relations Centre on North Campus in Gqeberha (former Port Elizabeth).

More info: T +27 41 504 3935 E alumni@mandela.ac.za

Join us: [Nelson Mandela University Alumni](#) [Nelson Mandela University Alumni](#)

www.alumni.mandela.ac.za [@MandelaUni](#)

University Shop

Visit the University Shop situated at the Sanlam Student Village on University Way, Summerstrand, for all Nelson Mandela University branded clothing, corporate gifts, bags and memorabilia!

Alternatively, Shop online for all your favourite branded items <https://onlineshop.mandela.ac.za/> Collection and delivery options available online.

More info: T +27 41 504 4371 E shop@mandela.ac.za

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NATIONAL ANTHEM

Nkosi Sikelel'i-Afrika,
Maluphakanyisw'uphondo lwayo,
Yizwa imithandazo yethu,
Nkosi Sikelela, thina lusapho lwayo.

Morena boloka setjhaba sa heso,
O fedise dintwa le matshwenyeho.
O se boloke, O se boloke setjhaba sa heso,
Setjhaba sa South Africa.

South Africa.

Uit die blou van onse hemel,
Uit die diepte van ons see.
Oor ons ewige gebergtes
Waar die kranse antwoord gee.

Sounds the call to come together,
And united we shall stand.
Let us live and strive for freedom,
In South Africa our land.

Change the World

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