



GRADUATION CEREMONY

Faculty of Commerce (Ceremony 3)

SARAH BAARTMAN HALL

1 April 2026

FACULTY OF COMMERCE (CEREMONY 3)

ORDER OF PROCEEDINGS

Academic Procession.

(The congregation is requested to stand as the procession enters the hall)

The Presiding Officer will constitute the congregation.

The National Anthem.

Welcome by the Master of Ceremonies.

Musical Item.

The graduands will be presented to the Presiding Officer by the Dean of the faculty.

The Presiding Officer will congratulate the new graduates.

The Master of Ceremonies will make closing announcements and invite the congregation to stand.

The Presiding Officer will dissolve the congregation.

The procession, including the new graduates, will leave the hall.

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

NATIONAL ANTHEM

Nkosi sikelel' iAfrika
Maluphakanyisw' uphondolwayo,
Yizwa imithandazo yethu,
Nkosi sikelela, thina lusapho lwayo.

Morena boloka etjhaba sa heso,
O fedise dintwa la matshwenyeho,
O se boloke,
O se boloke setjhaba sa heso,
Setjhaba sa South Afrika – South Afrika.

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.

NAMES OF GRADUANDS

An asterisk * denotes that the qualification will be awarded in the absence of the candidate

FACULTY OF COMMERCE

Dean: Professor S Goodman

DEGREE OF BACHELOR OF COMMERCE HONOURS

Musa Akapelwa	Kwande Kuhle Dhlomo (in the first class)	Kian Randal Joubert
Mia Rose Altbeker	Sifa Gloria Djuma	Avish Judnarain
Ilhaam April	Fannie Sifiso Dlamini	Nechae Jugdiswar
*Koketso Aprils	Owethu Lenhle Dlamini	Nuriyya Shaikh Kagee (in the first class)
Palesa Mbali Arosi	Adam Yaron Drieband (in the first class)	*Pei-San Kao
Aadil Asmal (in the first class)	Michael Mgcini Dube	Farzana Karreem
*Herman Basson	Erin Leigh Duffy	Mu'aaz Kasker
Alex Dylan Becerra Hernandez (in the first class)	Catherine Dunn	Tara Khai
Angela Claudia Beiser (in the first class)	Dasha Elizabeth Du Toit	Tshepo Andrew Khoabane
*Charlize Bergh	Siyamthanda Dywili	Dongook Kim
Rhea Bhoola	James Ryan Elliott (in the first class)	Sarelle Kistensamy
Joshua Birkholtz (in the first class)	Caelin Quin Falconer (in the first class)	Tinotenda Kudzai Koshesayi Kuwana
Leah Rosaline Brown	Jonluke Ferreira (in the first class)	Oliver Paul Leenstra
Michael William Bryant	Morgan Ferriman (in the first class)	Werner Leicher
Adam Ryall Budge	Zanele Fikizolo	Jinglin Liang
Annemé Burger (in the first class)	Dylan Thomas Forbes	Siphosethu Limane
*Luke John Burger	Kirsten Alexandra Forbes (in the first class)	Alexandra Clarice Liston
Luke Davies Carey	Rosemary Gandizanza	Alessia Losciale (in the first class)
Ewan Carolus	Natsai Maria Ganyani	Jesse Mac Donald
Sachin Chagan	Tasneem Geldenhuys	Richard Machivenyika
Jason Barry Chait	Quintusz Geysler	*Magwegwe Garnet Madonko (in the first class)
Tinotenda Philip Chaminuka	Mohamed Qassim Ghoo	Ndivhuwo Madzhi
Kudzayi Chegovo	Thami Cumngece Giyose	Kgomotso Rahab Maema
Tamuonaishe Silas Chineka	Euluis Luzolo Bernardino Goncalves	Kopano Moroosi Mafohla
Tadiwa Chipara	Zhao Nan Gong	Zeenat Maged
Jacqueline Ndindi Chiwaya (in the first class)	Lusanele Goqoza	Chulumanco Magwa (in the first class)
Karabo Mmatshwene Chokoe	Charlton Brent Govender (in the first class)	*Akshay Maharaj
*Tayla Georgia Cloete	Kaylan Govender	Sriya Maharaj (in the first class)
Leilah Collier	Lakshanyaa Govender	Ibrahim Mahmood
Georgia Cate Colyn	Yeshin Govender (in the first class)	Mahomed Reza Mahomed
*Frances Anne Courtney-Clarke	Mihir Sharmin Govindasamy	Kopano Daisy Makanatlang
Jessica Maamesika Cudjonu	Alannah Grant (in the first class)	Siphindile Makhathini
Liam Dawson (in the first class)	Ayrton Robert Griffin-Ellis (in the first class)	*Tebogo Kholofelo Makofane
Luke Timothy Dawson (in the first class)	*Phillip Hamutenya Hamukonda	Odwa Theophylus Makwati
Sinoxolo Dayimani	Rodney Tangi Hamunyela (in the first class)	Brian Malambo (in the first class)
Emile Darryll De Klerk	Ghanaan Harneker	Malaika Joi Mamabolo (in the first class)
Nassar De Kock	Aaliyah Hassen	Muhammad Manack
Adam Michael Deuchar	Thomas James Hele	Gomolemo Mangena
Miche De Villiers	Themkosi Marcus Hlatshwayo	Maziko Mangochi
	Elex Hlongwane	Kholofelo Mosima Manhlwa
	Zaheer Hoosain	*Sfundo Bless Manyathi
	James Kendal Houze	Ndabezinhle Maphumulo
	Ryan Ross Howell (in the first class)	Ntshwareng Abram Marothodi
	Shikar Hurrpursad	*Keanu Martins
	Ziyaad Ibrahim	Kabelo Clive Masola
	Tarisai Imaan	Ashley Matandire
	Steffan David James	Siphumelele Mathenjwa
	Marlo Jansen Van Vuuren	Wanga Naho Mathiba
	Adela Jardine	Nthatile Zinhle Mavuso
	Shahnaz Norleila Jaunoo	Katlego Mbatha
	Uluthando Luyolo Jili	Ntombizekethelo Vuyokazi Mbumbe
	Thalia Jirachareonkul (in the first class)	*Mpengo Masiwa Mbuta (in the first class)
		*Robert Raphael McGloughlin (in the first class)

Sinethemba Samkelisiwe Mchunu
Elizabeth Jayne Mehl (in the first class)
Anelisiwe Mehloimakulu
Wayamika Taweni Mhango
Fikile Cynthia Mhlongo
Noxolo Fortunate Mhlongo
Keenan Temple Mills (in the first class)
Simile Nothile Mkhaliphi
Masingita Mkhawane
Amahle Malibongwe Mkhonza
Boipelo Edmund Modise
Gofaone Bornwell Moditswe
Kamohelo Katleho Mofokeng
Oratile Phuti Mogodi
*Ngoakwana Doreen Mohlopi
*Moroka Tshepo Mojanaga
Adelia Nyakallo Mokhera
Collen Enoch Mokoena
Katleho Mokoena
Ryan Moodley (in the first class)
Tiana Moodley
Taskeen Mookrey
Puja Morar
Nihaad Mosaval
Mahlohonolo Sylvia Mphuthi (in the first class)
Lukhanyo Mpondo
Nhlakanipho Prichard Msweli
Lwandile Avela Mtakati
Tusani Givenn Mthemba
*Khayaletu Maxwell Mthethwa
Humbulani Mudziwa
*Tadiwa Brian Mukudzavu
Mulalo Leonard Mulaudzi
Bwembya Andrew Mulenga
Mishumo Munzhelele
Jaimee Sheree Murray
Salome Ropafadzo Mushakarara
Mikateko Khongani Muthimba
Busisa Mvoko
Darmhik Naicker
Souvahn Jae Naicker
Zenya Naicker
Daresh Naidoo
Jesmeka Naidoo
Makyle Naidoo
Matthew Preston Naidoo
Shrien Naidoo
Tezriqsha Naidoo (in the first class)
Christine Namugenyi
Uvesh Narain
Inia Natarajan
Thato Rochel Ndaba (in the first class)
Zukhanye Ndinganiso
Siyasanga Ndlondlo
Goitsemaning Ndllovu
Pearl Nobukhosi Ndlozi (in the first class)

Zukisani Ndwendwe
Sipesihle Ndzwayiba
Thomas Sebastian Charles Newby (in the first class)
Thamsanqa Ngcobo
Loyiso Ngqwebo
Siphesonke Ngumla
Michael Nduduzo Ngwenya
Thabisile Njomi
Asanda Nkambule
Vusisizwe Mvulane Nkambule
Awongiwe Siyolise Nkata (in the first class)
*Sandile Nkosi
*Mahomed Uzair Noormahomed
Snothando S'noxolo Ntshembeni
Wisdom Nyaguwa
Gerhardus Cornelis Olivier
Jessica Okomo Ongole (in the first class)
Saul Gabriel Aarons Orelowitz (in the first class)
Gabrielle Padiachy
*Stefan Papendorf
Ashikakumari Arunbhai Patel
Nicole Jade Paulse
Elethu Naledi Peter
Roberto David Petersen
Noluthando Phakathi
Godridge Khumo Phala (in the first class)
Ash Pillay
*Kasmir Pillay
Riya Pillay
Christopher Dennis Pittaway
Zintle Beauty Pobana
Eva Dolphin Quinlan
Sinhle Nthabiseng Radebe (in the first class)
Rushnie Rademeyer (in the first class)
Mughammad Imraan Rahbeeni (in the first class)
Matthew Jonathan Ramsden (in the first class)
Mulalo Rasivhaga (in the first class)
Mukonazwothe Ravele
*Deyuran Reddy
*Luyanda Rengo
Rito Adelaide Rikhotso
Denver Victor Roman
Naashitah Safedien
Mika-Eel Samie
Mikhail Ray Sankar
Shakeel Sayed
Thomas William Scarth
Matthew William Schramm
*Matthew Schuurmans-Stekhoven
*Alexander Marc Schuyling Van Doorn

Moshe Seaneho
Treasure Kgottello Sekete
Bontle Kamogelo Setlatjile
Matthew John Shahim
Reece Montague Sheldon (in the first class)
Kevin Lwandile Shoba
Jerome Sibande
Thabo Simphiwe Sibeko (in the first class)
Monde Justice Sibhayi
Nelmi Gongo Silva
*Valde Ileni Simeon
Shiragh Ray Singh (in the first class)
Orifha Precious Singo
Kanishk Raj Sinha
Tendani Sinyosi
Takudzwanashe Joshua Sithole
Jenna-Rose Smith (in the first class)
*Zininzi Sodladla
Alex Solomons (in the first class)
Keaton Cupido Solomons
Luvolwethu Luvo Sombalo
Qhamani Nande Sotashe
*Imiel Willem Stapelberg (in the first class)
Yusra Stellenboom (in the first class)
Jenna Stichelbout
*Alida Mari Stofberg
Nerrisa Sherral Sucram
Savannah Zhane Sundayi
Prosper Simbarashe Takundwa
George Christos Tattari
Thando Thembelihle Thabethe
*Thomas Jacques Théron (in the first class)
*Abhay Royithlal Tilakdari
Tshepo Ashley Tladi
Jacqueline Frances Trickett (in the first class)
Robyn Troskie
Dale Van Der Merwe
Jared Van Der Merwe
*Sebastian Charl Van Der Merwe (in the first class)
Aaliyah Van Graan
Bonita Van Wyk
Izaan Van Zyl (in the first class)
Jordane Hannah Vartharajulu
*Zanél Verwey
Thomas Von Zahn (in the first class)
Hlayisani Remember Vukeya
Josephine Nicola Walton (in the first class)
*Katherine Anna Ward
*Kayla Wessels
Jason Craig Williams
Phillea Victoria Williams

Joshua Adam Willoughby
Isabella Farinha Zagato
Thembeke Prudence Zama
Mia Ivanovna Zgerski

DEGREE OF MASTER OF
BUSINESS ADMINISTRATION

*Julia Anna Andreas (with distinction)
Jamaine Thabisile Chiwaye
*Craig Brendon Dummett
Jenita Monique Ferreira (with
distinction)
Robyn Ashley Harris
Vukosi Leroy Khosa
Michael Tshepo Lehabe
Angelica Chanel Lorincz-Klotz
Rodney Tapiwa Majakwara (with
distinction)
Kevin Munene Mwiti
*Quinton Steven Naidoo (with
distinction)
Samukelisiwe Ndlovu
Chad Otto (with distinction)
Simphiwe Petros
Nicholas Laurie Symmonds (with
distinction)
Raymond Chengetai Takuba
Kwena Thema
Kenneth Thapelo Tsiu

DEGREE OF MASTER
OF COMMERCE

Savannah Althoff-Thomson
Tseriwa Macleod Bakasa
Victoria Sibusisiwe N Basopo
*Gareth Alexander Blake
Nikita Chagan
*Tendayi Norman Chaibva
*Chiedza Tsungai Chonzi
Joseph Gregory Clayton (with
distinction in the dissertation and
the degree with distinction.)
Jesse Rae Phumlani De Jong
Hlulane Elijah Dhliwayo
Carmen Lisa Doyle
Micaela Ann Dunn
Kirsten Maria Ellis (with distinction)
Imaan Ghoor
*Thierry Steve Hector
*Ntuthuko Hlela
Holly Kenda Johnson
Mahali Khabo
Thabo Letlaka (with distinction in the
dissertation)

Tracy-Leigh Lyner
Takudzwa Wilson Machekeyanga
Annette Mangena
*Rethabile Mapetla
Steve Masango (with distinction in the
dissertation)
Ndaedzo Lavinia Mbubana
Gaby Miles
Fawwaz Mohammed
Tshepo Norman Molokoane
Papama Mtambeka
Turiho Abigail Mukama
Doreen Mxalisa
Vadanka Naidoo
Lungelo Mthunzi Ngobese
Mark Kevin Otieno Odhiambo (with
distinction in the dissertation)
Zahraa Parker
Muhammad Salih Pastor (with
distinction)
*Noah Alexander Pavlou
Beresi Simon Pheea
Boipelo Rabothata
Yajur Ramadeen
Lashandra Jayanand Reddy
Thandeka Felicia Sithole
Kaluwa Christine Siwale
*Petrus Abel Louw Strauss (with
distinction in the dissertation and
the degree with distinction)
Cyprian Malesela Teffo
Priyanka Veerasamy

DEGREE OF MASTER
OF COMMERCE IN
DEVELOPMENT FINANCE

Gontse Dikeledi
*Nhlahlala Charmaine Kazamula
Thato Senabe
Kontle Thato

DEGREE OF MASTER
OF DEVELOPMENT POLICY
AND PRACTICE

Joan Ayebare
Abigail Bonareri Basweti
*Siviwe Gwarube
Adelaide Patronella Mashele
*Vuyiswa Nonhlanhla Nontando
Mathaba
Sbusiso Mntungwa
Amantle Gorata Mothei
Comfort Pingilani
Tamara Margaret Silungwe

DEGREE OF MASTER OF
INDUSTRIAL AND
ORGANISATIONAL PSYCHOLOGY

Jean Barkhuizen (with distinction in
the dissertation and the degree
with distinction)
Michaela De Waal
Kauthar Marcus
Mzokhulayo Phelo Nkabalaza
Gomolemo Pilane (with distinction in
the dissertation)
Mathilda Tladi
Masibulele Tyobeka

DEGREE OF MASTER OF
PEOPLE MANAGEMENT

Warreldene Adonis
Zareena Badsha
Nura Brandreth
*Tammy-Lee Campher
Shamona Chinnappa
Nurunisa Chotia
Maria Kandenge Hasheela
Mbali Mabaso
Mahlubandile Joseph Mafata
Lerato Faith Makalene
Shanna-Laine Michaels
Crystal Janine Mokoena
Shirley Nzwane
Nwabisa Samantha Qona
Tladi Donald Setlaba
Kholeka Shabalala
Ludre-Ann Wels

DEGREE OF MASTER
OF PHILOSOPHY

Donel Lot Chihoma
Nabeela Essa (with distinction)
*Mathew Lee Johnson
J'Mari Kloppers
Sbongakonke Sandisiwe Makhathini
Helda Jeronimo Mandlate
Clint Mawing
Johannes Stephanus Stapelberg

DEGREE OF DOCTOR
OF PHILOSOPHY

Nawal Nasser Omar Al - Haidari
Thesis Title: *Contextual factors influencing the adoption of social media marketing by SMEs in the tourism industry of Saudi Arabia*

Nawal Alhaidari holds a BA in Computer and Information Systems from King Faisal University in Saudi Arabia. She obtained her MA in Information Systems from UCT and began her PhD studies in Information Systems at UCT in 2019 8

Nawal Alhaidari's thesis delves into the context of social media marketing for small and medium enterprises (SMEs). Her research investigates the objectives and adoption of social media marketing, examining how contextual factors affect its adoption by Saudi Arabian tourism SMEs. Her findings show how various contextual factors, including coercive pressure, mimetic pressure, normative pressure, resource-facilitating conditions, technology-facilitating conditions, and the global pandemic, significantly influence the adoption of social media marketing by SMEs. The research aims to uncover how social media contributes to marketing and can bolster efforts to promote ongoing, strategic marketing among Saudi SMEs. This aligns with the greater goal of enhancing social media use effectively and strategically for marketing, in accordance with Saudi Vision 2030. Her findings offer valuable insights that can be applied to similar contexts in other developing countries.

Supervisor: Professor W Chigona
(Information Systems)

*Anass Bayaga

Thesis Title: *Security, privacy and institutional logics: Conduit to South African citizens' e-government service adoption*

Anass Bayaga holds postgraduate certificate in Actuarial science from Leicester University and MCom in Information Systems and MEd at the University of Fort Hare. He began his study towards a PhD at UCT in 2018.

This thesis examines e-government adoption in South Africa, advancing privacy calculus theory and integrating institutional logics to explore socio-cultural and technical influences. Using structural equation modelling with data from 149 participants in the City of Umhlathuze, findings reveal institutional logics significantly impact adoption ($\beta = 0.444$, $t = 5.722$, $p < 0.001$), explaining 23.4% of the variance ($R^2 = 0.234$), while security and privacy risks play a minor role. The conceptual framework emphasizes key pathways (e.g., InsLog \rightarrow E-gov Adoption) and moderating effects of socio-cultural norms and demographics, though no significant moderators emerge. These results highlight socio-cultural factors' dominance over technical concerns. The study extends privacy calculus theory, addressing gaps in understanding socio-cultural determinants. Recommendations include developing platforms respecting socio-cultural norms, launching digital literacy initiatives, and prioritising user-centric digital public services to enhance adoption and engagement.

Supervisor: Professor Michael Kyobe
(Information Systems)

Mark Buwembo

Thesis Title: *Essays on momentum in frontier equity markets*

Mark Buwembo holds a BCom in Accounting from Makerere University, a Postgraduate Diploma in Finance and MCom in Finance from the University of the Western Cape and began his PhD in Finance studies at UCT in 2022.

Mark Buwembo's thesis investigates the relative performance of the traditional cross-sectional momentum strategy and alternative momentum strategies in frontier equity markets, addressing their unique structural inefficiencies, volatility, and transaction costs. The findings reveal that alternative momentum strategies, particularly short-term approaches, outperform the cross-sectional momentum strategy, exhibiting persistence during market crashes, although transaction costs eliminate most of the profits. Further tests of momentum drivers reveal that systematic risk only

partially explains momentum returns, with behavioural factors like investor underreaction contributing significantly. These findings challenge the assumption that less efficient markets guarantee momentum profitability as transaction costs negate profits in most cases. The results also highlight the importance of nuanced analysis and adaptive portfolio management in providing value to global investors.

Supervisor: Associate Professor R Kruger (Finance & Tax)
Co-supervisor: Dr LJ Pitt (Finance & Tax)

Tumelo McDonald Chaka

Thesis Title: *Media consumption and media synergy by low-income consumers in the KwaZulu-Natal, Gauteng and Western Cape townships and rural areas of South Africa*

Tumelo Chaka holds degrees from both the University of the Free State and GIBS. He is a seasoned marketing and consumer behaviour executive with experience in the banking and media sectors.

Tumelo examined the nature of media consumption and media synergy in low-income South African households. His study took place in three provinces and included both rural and urban areas. He investigated media channel usage, the effects of media synergy and the impact of poverty on media consumption. Tumelo's findings demonstrate the existence of media capital and media privilege as marginalised communities slowly gain access to faster and cheaper internet. His research also underscores the importance of radio and outdoor advertising during a time when much emphasis is placed on social media. Tumelo's work acts as a guide to media planners, who need to understand the importance of deep cultural and social nuances in order to build better strategies. The research forms an important contribution to media synergy theory, which is often presented from a Westernised middle-class perspective and misses the nuance of most media consumption on the African continent.

Supervisor: Dr J Lappeman (Marketing)
Co-supervisor: Dr S Dlamini (School of Management Studies)

Alexander Chileshe
Thesis Title: *Decentralisation in Zambia, 2011 to 2021: reality or rhetoric? – the underlying drivers and barriers*

Alexander Chileshe holds a Bachelor of Business Administration (BBA) degree from Copperbelt University, Zambia; an MA degree in Urban Management from Erasmus University, Netherlands; and an MPhil degree in Development Policy and Practice from UCT's Nelson Mandela School of Public Governance. He began his PhD studies at UCT in 2022.

Alexander Chileshe's thesis investigates the challenges facing Zambia's decentralisation agenda between 2011 and 2021. Using qualitative fieldwork in three municipalities and drawing on the Problem-Driven Political Economy Analysis (PDPEA), he explores how political, institutional, and cultural constraints shape reform outcomes. His research finds that the espoused objectives of decentralization differ markedly from practice, meeting elite resistance to losing the power of centralized control and patronage, and the legacy of centralised colonial governance. Also constraining reform are institutional incoherence, weak civic engagement, and identity-based mobilisation, while limited downward accountability reduces public pressure for change. Chileshe concludes that legal and administrative reforms are insufficient. Instead, shifting deeply entrenched belief systems and introducing adaptive, politically informed strategies - such as civic-led accountability, digital transparency tools, and 'decentralisation labs' - are needed. His findings contribute to broader debates on decentralisation, governance reform, and systems change in post-colonial contexts.

Supervisor: Professor Ian Goldman (Nelson Mandela School of Public Governance, Commerce)
Co-supervisor: Dr Shanil Haricharan (Nelson Mandela School of Public Governance, Commerce)

Richard Stratten Freund
Thesis Title: *The psychological toll of life shocks: evidence from Ethiopia*

Richard Freund holds a BBusSc from UCT and an MSc from the University of Oxford. He returned to UCT in 2023 for his PhD after working for the Young Lives Study at the University of Oxford. During his PhD, he worked part-time at MIDE Development, a development economics consulting firm.

Richard Freund's thesis provides a micro-econometric analysis of how exposure to adverse life shocks impacts the psychological state of young people in Ethiopia, and whether social protection can mitigate these impacts. Drawing on rich longitudinal data from the Young Lives study, he examines the effects of drought and violent conflict on mental health and trust and explores how a large-scale public works programme affects foundational cognitive skills. Applying quasi-experimental techniques, his research identifies the causal impacts of these events and highlights key mechanisms through which they operate. His findings reveal significant negative psychological impacts from exposure to shocks, especially among already disadvantaged youth, suggesting the possibility of psychological poverty traps. He further shows that well-timed policy instruments, such as public works programmes, can potentially mitigate some of these effects. His research underscores the importance of integrated social protection and mental health support in low-resource settings.

Supervisor: Professor M Leibbrandt (School of Economics)
Co-supervisor: Dr Marta Favara (University of Oxford, Director of Young Lives Study)

Pieter Jacobus Jansen Van Vuuren
Thesis Title: *Congruent, paradoxical leadership practices: the key to the recurring discretionary effort of African millennials*

Pieter van Vuuren holds BA and BA Honours (Political Science), a BA Honours (Psychology) degrees, a Master's degree (Clinical Psychology), and an MBA from the University of Pretoria.

Pieter van Vuuren's thesis focuses on the recurring discretionary effort of African millennial employees. He investigates the decision process of African millennials and the factors impacting their decision to give discretionary effort. He travels to five African countries, to study the role of the direct leader as a key element in the decision process of these employees. He further investigates the qualities, positioning, and sequence of leadership practices that result in recurring discretionary effort. He then establishes that the application of congruent paradoxical leadership practices, during specific moments that matter during the decision process, result in the experience of a trust relationship with the leader, which African Millennials reciprocate with recurring discretionary effort. Finally, using the results from this study, he develops a leadership theory describing the leadership process effective in influencing the decision of African Millennials to give recurring discretionary effort.

Supervisor: Dr Elanca Shelley (Graduate School of Business)

Shonisani David Khangala
Thesis Title: *Reimagining the tourists' customer journey post-COVID-19: A case study of two world heritage sites – Robben Island Museum and Table Mountain*

Shoni Khangala completed a BSc degree at UCT. He holds a Postgraduate Diploma in Marketing from the Institute of Marketing Management (IMM) and two master's degrees: one in Tourism Development and Management from Buckinghamshire

New University and the other in Marketing from Heriot-Watt University.

Shoni Khangala's study examines post-COVID-19 customer journeys at two iconic World Heritage Sites (WHS), Robben Island Museum and Table Mountain, representing cultural and natural WHS in developing countries. Grounded in the experience economy theory, the study explores the influence of WHS awareness, perceived COVID-19 risks, and the four realms of the experience economy theory (education, entertainment, escapism, aesthetics) on customer experience, self-brand connection, customer engagement, satisfaction, and loyalty. Employing mixed methods, the study surveyed 600 tourists, WHS frontline employees and management. It reveals low WHS awareness, challenging the assumption that WHS status alone enhances the customer experience. It also uncovers key differences in WHS awareness and experience perception between local and international tourists, suggesting the need for targeted post-pandemic recovery strategies. The study provides a framework for the post-pandemic customer journey and valuable insights for WHS managers, contributing to the revitalization of heritage tourism, particularly WHS, in a post-pandemic world.

Supervisor: Dr S Dlamini (School of Management Studies)

Nandipha Kondlo

Thesis Title: Examining social media marketing strategies: a qualitative case study of SMMEs In Cape Town

Nandipha Kondlo holds a Bachelor of Commerce (General), a Postgraduate Diploma in Management, and a Master's degree from the University of the Western Cape. She joined the School of Management Studies at the University of Cape Town in 2019 to pursue her Doctor of Philosophy degree.

Nandipha Kondlo's research examines the social media marketing strategies employed by small, medium and micro enterprises (SMMEs) in Cape Town. The study identifies Facebook, WhatsApp, and Instagram as the primary

social media marketing platforms used by SMME marketers. It finds that SMME marketers use social media for four key functions: promotion and selling, connection and collaboration, social monitoring, and customer relationship management. Based on these findings, Nandipha Kondlo's research presents four social media marketing strategies: Social Commerce Strategy, Social Content Strategy, Social Monitoring Strategy and Social Customer Relationship Management (CRM) Strategy. The main contribution of this study is the development of the SMME Social Media Strategy Formulation Framework, which provides a practical guide for entrepreneurs to formulate effective social media strategies. The framework offers valuable insights for marketing practitioners and future researchers in the field of social media marketing in the context of SMMEs in developing countries.

Supervisor: Professor Richardson Shambare (University of Fort Hare, School of Management)

Co-supervisor: Dr Siphwe Dlamini (School of Management)

Kaylarsh Lala-Sides

Thesis Title: When partnerships falter in plain sight: emotional concealment and invisible actors in cross-sector collaborations

Kaylarsh Lala-Sides obtained her MPhil in Inclusive Innovation from UCT's Graduate School of Business (2020) before pursuing her PhD. With twenty-five years of experience across multiple sectors, she brings extensive practitioner expertise in strategy integration, organisational development, and value extraction across partnerships to her research on collaboration and transformational change.

Kaylarsh Lala-Sides investigates why partnerships between non-profit and for-profit organisations underperform relative to their potential - despite sophisticated frameworks and significant investment. Through in-depth interviews with twenty-seven South African collaboration practitioners, she discovers that hidden emotional

dynamics systematically undermine partnership success. When partners conceal their true feelings, both forfeit access to each other's unique capabilities, essential for creating value. The study reveals the "Experience Field", an invisible emotional landscape where collaboration actually occurs, saturated with concealed motives and unprocessed tensions. Within this hidden terrain, Lala-Sides identifies "Collaboration Galvanisers", unrecognised actors who navigate these emotional complexities through distinctive traits, including diverse professional backgrounds, systems thinking, and judgment-free approaches. These findings explain why partnerships underperform and provide practical frameworks for identifying and supporting the hidden emotional work essential for collaborative success, particularly vital in Global South contexts where effective partnerships address urgent societal challenges.

Supervisor: Dr Camaren Peter (Graduate School of Business)

Oren Mooneeapen

Thesis Title: Bank provision procyclicality under an expected credit loss model: discretionary behaviour and corporate governance implications

Oren Mooneeapen holds an MSc degree in Financial Economics and has research experience in both academia and as a Senior Economist-Statistician in the banking industry.

Oren Mooneeapen's thesis examines how the expected credit loss model of the IFRS 9 accounting standard influences the procyclicality of banks' loan loss provisions (LLPs). He addresses concerns that IFRS 9 may amplify economic fluctuations by prompting banks to increase LLPs during downturns and reduce them during booms. Using a global dataset from 1998 to 2022, he assesses this impact across regions and economic classifications, finding that IFRS 9 mitigates LLP procyclicality in advanced economies and Europe, but worsens it in emerging markets and Asia. He also investigates how discretionary practices in provisioning affect these patterns,

noting that discretion is generally misused and worsens procyclicality. His findings suggest current corporate governance measures are insufficient to prevent such misuse, highlighting that a one-size-fits-all approach may be ineffective, given IFRS 9's varied impact by economic classification, region, and level of procyclicality without the standard.

Supervisor: Professor P De Jager
(Finance & Tax)

Ndidi Okonkwo Nwuneli
Thesis Title: *Intuitive judgment: Nigerian small business owners & executives*

Ndidi Okonkwo Nwuneli holds a BSC degree in Economics with honors from the Wharton School of the University of Pennsylvania (1995) and an MBA from Harvard Business School (1999). She joined the GSB at UCT for her PhD in 2022, following a 25-year career as a serial social entrepreneur.

Ndidi Nwuneli's thesis focuses on the decision-making approaches utilised by the leadership of SMEs in Lagos, Nigeria. Through in-depth interviews with 30 business owners and their senior executives, the thesis examines the understanding and transfer of intuitive judgment, which is typically used to make decisions when there is limited data and time, significant pressure, and uncertainty. The research reveals that, while business owners actively use intuitive judgment, most do not systematically foster this skill among senior executives. However, both owners and executives recognize the importance of seven key approaches for engendering intuitive judgment: providing room for mistakes, encouraging a culture of learning, creating strict systems and structures, coaching and mentoring, stipulating clear values, asking questions, and providing decision-making autonomy. The thesis addresses the challenges of fostering decision-making autonomy in a low-trust business ecosystem and the styles and culture that support the strengthening of capacity for intuitive judgment among senior executives.

Supervisor: Professor Kurt April
(Graduate School of Business)

Esubalew Asmare Sahilea
Thesis Title: *The impacts of parental socioeconomic status, pre-primary schooling, and productive safety nets on young children in Ethiopia*

Esubalew Sahilea holds a BA and MSc degree in Economics and an advanced Master's degree in international and development economics from universities in Ethiopia and Belgium, respectively. He joined the School of Economics at UCT in 2018 for his PhD studies. Before joining UCT, he was a lecturer in Ethiopia.

Esubalew Sahilea's thesis explores the economics of child development, with a particular focus on the socioeconomic status (SES) gradient and the impact of key early interventions—namely preschool enrolment and Ethiopia's social safety net programme—on various dimensions of child development. Using data from a study that tracked 12,000 children from 2002, he estimates the impacts of parental SES, pre-primary school education, and social protection programs on the physical health, cognition, and socioemotional well-being of children. His thesis shows that parental socioeconomic status plays a critical role in shaping child development. Moreover, he demonstrates that preschool enrollment and participation in the social safety net programme significantly enhances child academic performance, emotional well-being, and social skills. His research underscores the importance of investing in early childhood interventions as a pathway to ending intergenerational poverty and fostering inclusive development.

Supervisor: Associate Professor
Malcolm Keswell (Economics)

Ella Scheepers
Thesis Title: *Building purposeful organisations from the inside out: a feminist's exploration of experiential agency*

Ella Scheepers holds a BA (Hons) in Law and Politics from Rhodes University, an LLM in Human Rights and Democratisation in Africa from the University of Pretoria, and a UCT MBA. She joined the Bertha Centre for Social Innovation and began her PhD studies at GSB in 2018.

Ella Scheepers' thesis focuses on how to build purposeful organisations from the inside out through an exploration of agency and positive institutional work in social purpose organisations. Through a feminist approach, she explores the individual and collective experiences of organisation members in three social purpose organisations in South Africa to uncover the collective practices and individual capabilities they embody as they seek to connect their lofty social purpose goals to their lived realities. Her research suggests that organisations can consciously and deliberately embody disruptive and transformative practices that lead to more purposeful, caring, and innovative workplaces, and this in turn leads to an improved capacity of organisation members to reflect, learn and wilfully create, to ultimately live the social change they strive for.

Supervisor: A/Professor Warren Nilsson
(Graduate School of Business)

Keegan Steyn
Thesis Title: *Understanding some social implications of the global platform economy: a critical social theory study of Uber and Airbnb in the context of South Africa*

Keegan Steyn completed his MPhil degree in 2015 at the GSB UCT and PGDip in Management Information Systems in 2012 at UCT, following his BCom Honour's in 2009 and Bachelor's degree in 2008 from UWC.

Keegan Steyn's PhD research focuses on the platform economy and its socio-technical and ideological

implications. His work examines how digital platforms such as Uber and Airbnb recursively disrupt and entrench social hierarchies in the Global South. Grounded in Critical Social Theory, Social Dominance Theory, and Media Influence Theory, the dissertation advances critical social theory of societal digitalisation and the platform economy. It is structured around three empirical studies. The first study combines sentiment analysis and Media Influence Theory to reveal divergent South African media portrayals of Uber (risk and contestation) and Airbnb (opportunity and legitimacy). The second study applies Social Dominance Theory, showing Airbnb as hierarchy-enhancing and Uber as hierarchy-attenuating. The third study analyses their COVID-19 responses as strategies of neoliberal resilience and legitimisation. His findings illuminate how platforms reproduce inequality through recursive narratives, offering contributions to critical IS research and to policy debates on digital governance in emerging economies.

Supervisor: E/Professor Ojelanki Ngwenyama (Information Systems)

*Thomas Van Huyssteen

Thesis Title: A 'Bundu-Bash' towards water, energy and food security: a nexus approach for South Africa

Thomas van Huyssteen completed a Bachelor of Business Science (Economics and Law), a master's degree (Development Economics) at UCT and a master's degree in Development Economic Research at the Pantheon Sorbonne University in Paris. Thomas was then awarded the NRF-NuQic PhD Scholarship to support his PhD journey.

Thomas van Huyssteen's thesis applies the Water-Energy-Food (WEF) nexus approach to address resource management challenges in South Africa. It comprises four key studies: 1. A lifecycle assessment of electricity production's water, land, and carbon impacts under different scenarios to inform sustainable energy practices. 2. The development and application of the WEF-LEC framework

to assess the sustainability of agricultural trade, accounting for environmental and economic factors. 3. An analysis of factors influencing household water demand, focusing on the interrelationships between water, energy, and food prices using regression techniques. 4. An investigation into how water, energy, and food prices affect household food security, employing Probit and Linear Probability Models. By identifying synergies and trade-offs, this thesis provides critical insights and tools to enhance resource security and support sustainable policymaking in South Africa and beyond.

Supervisor: Professor D Thiam (Economics)

HISTORICAL SKETCH

Founded as the South African College (a boys' school that aimed to provide higher education as well) in 1829, the University was established as the University of Cape Town in 1918.

The early history was one of great expectations and hard times and it was not until the early years of the twentieth century that the University was developed into a fully-fledged tertiary institution. A significant and pioneering development in the 19th century was the admission of women as degree students in 1886, many years ahead of most universities in the world.

At the start of the 20th century the University incorporated the Diocesan College, the teacher training classes of the Normal College, the South African College of Music and the Cape Town Schools of Fine Art and Architecture.

The Medical School was established and in the 1920s the University began a partnership with the local health authority (now the Provincial Government's health department) that saw the Medical School move from the Hiddingh Campus and the Green Point Somerset Hospital to Observatory (the rest of UCT's Upper Campus moved from Hiddingh to its present site, on part of Cecil Rhodes' estate, in 1928). This partnership allowed for the construction of the first Groote Schuur Hospital on a University site. The partnership continues to this day and now involves not only Groote Schuur as a teaching hospital but Red Cross Children's Hospital, Valkenberg and a growing number of primary health care sites.

The period between the end of World War II and 1994 was marked by two themes. Firstly, the University recognised that if it was to be fully South African, it would have to move beyond academic non-segregation to be fully inclusive. It would have to face the consequential and increasing clashes with a government determined to legislate for segregation and enforce the doctrine of apartheid. And secondly, the University intended to transform into a leading research institution.

Before World War II, the University was largely a teaching university and its students were mostly undergraduates. The research undertaken was sporadic, though in some cases notable. A research committee was appointed for the first time in 1945. The next 75 years saw a great expansion of research and scholarly work such that the UCT of 2014 has a greater proportion of highly rated researchers and gains significantly more research grants and awards than any other South African University.

The 1980s and 1990s were characterized by the deliberate and planned transformation of the student body. This was aided by the establishment of the Academic Development Programme aimed at helping students from disadvantaged educational and social backgrounds to succeed and the desegregation of student residences. As a result, a student body that was 90% white in 1979, when UCT marked its 150th anniversary, is in 2014 more than 50% black. The total student enrolment of just above 26 000, includes international students drawn from over 100 countries, a significant proportion of which are from SADC states. Particular emphasis is placed on postgraduate studies and more than 20% of these students will be enrolled in master's and doctoral programmes. A growing number of postdoctoral fellows contribute substantially to the research endeavours and reputation of the University (UCT has more than a third of the total number of post docs in South Africa).

UCT continues to work towards its goal to be Africa's leading research university. Its success can be measured by the scope of study it offers and the calibre of its graduates.

ACADEMIC DRESS

OFFICERS OF THE UNIVERSITY

CHANCELLOR

The Chancellor wears a gown made from dark blue silk. The front of the gown has facings down each side made of dark blue velvet embroidered with a gold floral design. The gown and sleeves are lined with pale blue silk and the sleeves are looped up in front with a gold cord and button. The yoke of the gown is edged with gold cord. The gown is worn with a square blue velvet hat with a soft crown and gold tassel.

VICE-CHANCELLOR

The Vice-Chancellor wears a gown made from bright blue silk. The front of the gown has facings down each side and sleeve-linings of pale blue silk. The sleeves are looped up in front with a gold cord and button and the yoke of the gown is edged with gold cord. The gown is worn with a black velvet bonnet with a silver cord.

DEPUTY VICE-CHANCELLOR

A Deputy Vice-Chancellor wears a gown made from dark blue silk. The gown has closed sleeves with an inverted T-shaped opening at the level of the elbow to free the arms. The front of the gown has facings of light blue down each side. The sleeves are lined with light blue and the yoke of the gown is edged with silver cord. The gown is worn with a black velvet bonnet with a silver cord.

CHAIR OF COUNCIL

The Chair of Council wears a gown, of the same pattern as that worn by the Vice-Chancellor, made from light blue silk. The front of the gown has facings down each side and a yoke of dark blue. The sleeves are lined with dark blue and the facings and yoke are trimmed with gold cord. The sleeves are looped up in front with a gold cord and button. The gown is worn with a black velvet bonnet with a gold tassel.

MEMBERS OF COUNCIL

Members of Council wear graduate-pattern gowns made from black silk. The front of the gown has 10cm wide, light blue facings down each side trimmed with dark blue cord. The gown is worn with a black velvet bonnet with a blue cord.

REGISTRAR

The Registrar wears a gown made from black silk. The front of the gown has 10cm wide facings of blue silk down each side. The gown is worn with a black velvet bonnet with a white cord.

PRESIDENT OF CONVOCATION

The President of Convocation wears a gown made from black silk and has long closed sleeves with an inverted T-shaped opening at the level of the elbow to free the arms. The front of the gown has facings down each side and sleeves of blue silk. The gown is worn with a black velvet bonnet with a blue tassel.

UNIVERSITY ORATOR

The University Orator wears a gown of gold silk with bright blue silk facings and a yoke edged with gold cord. A black mortar board with a gold tassel is worn with the gown.

ACADEMIC DRESS (continued)

GOWNS

A plain black gown styled after the pattern of the Oxford scholar's gown is worn by diplomats, and Bachelor's, Honours and Master's graduands. Senior doctoral graduands wear a scarlet gown, with facings the colour distinctive of the faculty in which the degree is awarded. PhD graduands wear a scarlet gown without facings.

HOODS

The hood is particular to the qualification and the faculty. Diplomates and Bachelor's graduands wear a black hood lined with white and edged with the colour distinctive of the faculty. Master's graduands wear a black hood lined with the colour distinctive of the faculty and edged with white, except in the case of the hood for the MMed degree, which is edged with red. Senior doctoral graduands wear a hood of the colour distinctive of the faculty and a black velvet bonnet with a cord of the colour distinctive of the faculty in which the degrees is awarded. PhD graduands wear a hood of scarlet lined with black and a black velvet bonnet with a cord of the colour distinctive of the faculty in which the degree is awarded.

DISTINCTIVE COLOURS

Faculty of Commerce	Yellow
Faculty of Engineering and the Built Environment	Green
Faculty of Health Sciences	Red
Faculty of Law	Old gold
Faculty of Humanities	Blue
Faculty of Science	Purple

VISION AND MISSION

UNIVERSITY OF CAPE TOWN

Vision

An inclusive and engaged research-intensive African university that inspires creativity through outstanding achievements in learning, discovery and citizenship; enhancing the lives of its students and staff, advancing a more equitable and sustainable social order and influencing the global higher education landscape.

Mission

UCT is committed to engaging with the key issues of our natural and social worlds through outstanding teaching, research and scholarship. We seek to advance the status and distinctiveness of scholarship in Africa through building strategic partnerships across the continent, the global south and the rest of the world.

UCT provides a vibrant and supportive intellectual environment that attracts and connects people from all over the world.

We aim to produce graduates and future leaders who are influential locally and globally. Our qualifications are locally applicable and internationally acclaimed, underpinned by values of engaged citizenship and social justice. Our scholarship and research have a positive impact on our society and our environment.

We will actively advance the pace of transformation within our University and beyond, nurturing an inclusive institutional culture which embraces diversity.

OFFICERS OF THE UNIVERSITY

Chancellor

Precious Moloi-Motsepe, MBChB DCH *Witwatersrand* Dip in Women's and Reproductive Health *Stellenbosch*

Vice-Chancellor

Matlagolo Mosa Moshabela, MBChB *Natal* Dip in HIV Management (SA) *CMSA* MMed *Limpopo (MEDUNSA)*
MSc *LSHTM* PhD *Witwatersrand* *MASSAf*

Chair of Council

Norman Martin Arendse SC, BA LLB *Cape Town* LLM *UCL*

President of Convocation

Yumna Moosa, MBChB *Cape Town* MMedSci PhD *KwaZulu Natal*

Deputy Vice-Chancellors

Brandon Ian Collier-Reed, PrEng BSc(Eng) MSc(Eng) PhD *Cape Town* FSAIMechE
Thokozani Majazi, BScEng MScEng *Natal* PhD *Manchester* CEng FICHEM Order of Mapungubwe: Bronze
Elelwani Ramugondo, BSc (Occupational Therapy) MSc (Occupational Therapy) PhD *Cape Town*

Registrar

Kathleen Idensohn (Interim), BA LLB *Cape Town* LLM *Cantab* PhD *Cape Town* Advocate of the High Court

Chief Operating Officer

Richard John van Huyssteen (Acting), Project Management Dip *FTI* BSc *Nelson Mandela*
HDE (PG) BCom(Hons) *Cape Town*

Deans of Faculties

<i>Commerce:</i>	Suki Lesley Goodman, BSocSc(Hons) MBusSc PhD <i>Cape Town</i>
<i>Engineering & the Built Environment:</i>	Aubrey Njema Mainza, BMinSC <i>UNZA</i> PhD <i>Cape Town</i>
<i>Health Sciences:</i>	Lionel Patrick Green-Thompson, DA FCA <i>CMSA</i> MBChB MMed PhD <i>Witwatersrand</i>
<i>Humanities:</i>	Shose Kessi, PDBA <i>Witwatersrand</i> BA(Hons) <i>London</i> MSc PhD <i>LSE</i>
<i>Law:</i>	Mohamed Paleker, BA LLB LLM PhD <i>Cape Town</i> Attorney of the High Court
<i>Science:</i>	Hussein Suleman, MSc <i>Durban-Westville</i> PhD <i>Virginia Tech</i>

Dean of Higher Education Development

Kasturi Behari-Leak, BA(Hons) HDE BEd *Durban-Westville* MEd *Cape Town* PhD *Rhodes*

Director of the Graduate School of Business

Catherine Duggan, BA *Brown* PhD *Stanford*

YOU'RE A GRADUATE!

NOW STAY CONNECTED TO UCT!

Today does not mark the end of your journey with UCT, but the beginning of a new chapter in your lifelong relationship with your alma mater. We invite you, as a graduate, to join a vibrant global community of more than 200 000 alumni making an impact around the world.

We hope to stay connected as your journey continues - celebrating your milestones, sharing opportunities, and keeping you connected with classmates, mentors, and the university community.

To make sure you remain part of the UCT network, we just need one simple thing from you: please update your contact information.



Alternatively, send your updated contact information via email to alumni@uct.ac.za.

Other ways of staying connected

- Attend alumni events in your region
- Participate in the Convocation AGM
- Follow us on LinkedIn, Instagram, and Facebook
- Visit the Alumni Engagement team at the Development and Alumni Department
- Share your achievements with us at alumni@uct.ac.za

UCT's global network of alumni chapters, affinity groups, and volunteer networks provides opportunities to connect, collaborate, network, and support your alma mater. Contact our team to get involved locally or internationally:

SOUTH AFRICA

Lu Nteya: lu.nteya@uct.ac.za
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AUSTRALIA

Jillian Shiels: jillian.shiels@uct.ac.za

We look forward to connecting with you as alumni of UCT.

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