College	**CEMS**
Discipline	**Business Management**
Research Focus Area	**Townships and Rural Economic Development**
Capacity for 2027	**13 Master's and 9 PhDs**

Supervision Team details:	Academic Profile	Capacity
Module Leader: Prof Watson Ladzani Office: NS Radipere Building - Deanery Unisa Main Campus, Preller Street, Muckleneuk 0002 Email: wladzani@unisa.ac.za ORCID: https://orcid.org/0000-0002-3364-9354	Watson Ladzani is a Distinguished Professor of Entrepreneurship and Small Business Management in the College of Economic and Management Sciences. He holds the degrees B Com (Business Management) (Unizul); B Com Hons (Business Management) (UNISA); MBA (UP) and D Phil (UJ). He contributed chapters to academic books in Business Management, Entrepreneurship and Leadership and published scientific accredited entrepreneurship and small business management articles in national and international journal. Prof Ladzani has supervised several master's and doctoral students to completion.	2 x PhD (Co-Supervision) 2 x Master's (Co-Cupervision)
Prof Ntsieni Ramasimu Office Number: 3 – 37 Nkoana Simon Radipere Building Tel: 012 429 6518 Email: ramasnf@unisa.ac.za **ORCID iD:** https://orcid.org/0000-0003-2884-1373. Google Scholar ID: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjd4dyopPSTAxV9S0EAHQbaG0sQFnoECAwQAQ&url=https%3A%2F%2Fscholar.google.com%2Fcitations%3Fuser%3D_LSfHSwAAAAJ%26hl%3Den&usg=AOvVaw0yZjewSxmxAgZs0-BCKZI4&opi=89978449 Research Gate ID: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjprN25pfSTAxUCQ0EAHf46MrcQFnoECBsQAQ&url=https%3A%2F%2Fwww.researchgate.net%2Fprofile%2FNtsieni-Ramasimu&usg=AOvVaw2p345ylJOfVGsdqvmrdija&opi=89978449	Ntsieni Ramasimu is an Associate Professor in Business Management. He joined the department in 2017 as a lecturer. He served in the Strategy and International Business Section and the Postgraduate Section. He is the section head of the Postgraduate section within the Department of Business Management. He obtained his Doctor of Business Administration (DBA) in business management in 2021. He has co-authored articles published in international journals and presented papers in both local and international conferences. He has successfully supervised Masters' and Doctoral students to completion. He is an external moderator and an external examiner for postgraduate students from local universities. His research focus areas include small business management, Competitive Intelligence, Digital Transformation and 4IR, Leadership, Sustainability, Supply Chain and Public Procurement, Quality Management practices, entrepreneurship education and training. Strong in qualitative, quantitative and mixed method research methods.	2 X PhD (Co- Supervision) 4 X M Com (Co-Supervision)
Dr Dumisani Mabasa Office: Nkoana Simon Radipere Building 4-68 Email: mabasadg@unisa.ac.za	Dumisani Mabasa is a senior lecturer at the Department of Business Management. He holds PhD degree in Business Management (specialisation in Operations Management). He has published several articles which were published in conference proceedings and journals. He has co-supervised and supervised master' students and currently co-	1 X PhD (Co- Supervision) 1 X M Com (Co-Supervision)

ORCID: https://orcid.org/0000-0001-6736-2880	supervising both master' students and PhD students. He also reviewed several journal and conference articles, research proposals and ethics applications. He also examined some master's thesis. He wrote several study materials and contributed in book chapters.	
Dr Annastasia Noko Moloto Nkoana Simon Radipere Building, office number 3-40 **E-mail:** emolotan@unisa.ac.za ORCID: Google Scholar: https://www.bing.com/ck/a?!&&p=60a7b3d07ff54dbd12fad3ec7a4f5158317f0202637c251590561c850c1934e5JmltdHM9MTc4MDE4NTYwMA&ptn=3&ver=2&hsh=4&fclid=175d0112-b950-60c1-3509-170ab8506196&psq=Moloto+anastasia&u=a1aHR0cHM6Ly9zY2hvbGFyLmdvb2dsZS5jb20vY2l0YXRpb25zP3VzZXI9ODNGUHRKY0FBQUFKJmhsPWVu	Annastasia Noko Moloto is a South African academic, researcher, and lecturer specializing in business management, public administration, governance, sustainability, and technology. She currently serves as a Senior Lecturer in the Department of Business Management at the University of South Africa. Dr. Moloto earned her qualifications from Tshwane University of Technology, including a PhD in Business Administration, an MTech in Office Management and Technology, a BTech (Honours) in Office Management and Technology, and a National Diploma in Office Management and Technology. Before joining UNISA full-time, she worked as a Postdoctoral Fellow affiliated with the National Research Foundation and Rhodes University, supporting Future Earth Africa regional hub activities. Her research focuses on public administration, e-government and digital governance, climate change and sustainability, technology and innovation, entrepreneurship and SMEs, as well as rural development and service delivery. She has authored and co-authored numerous academic papers on governance, entrepreneurship, technology adoption, and digital transformation in South Africa.	2 x PhD (Co-Supervision) 2 M Com (Co-Supervision)
Dr. Mokoko Sebola **E-mail**: esobolmp@unisa.ac.za ORCID:0000-0001-8003-3715 Google Scholar: https://www.bing.com/ck/a?!&&p=ffc9f098fbb2e2787a43d02a9bc44708c7e097f31016c10c70a83e09ac93ee83JmltdHM9MTc4MDA5OTIwMA&ptn=3&ver=2&hsh=4&fclid=2bffe09c-e812-621e-3697-f7b3e9a963b6&psq=mp+sebola+google+scholar+link&u=a1aHR0cHM6Ly93d3cucmVzZWFyY2hnYXRlLm5ldC9wcm9maWxlL01va29rby1TZWJvbGE	Dr. Mokoko Sebola is a professor of Public Administration and currently an Adjunct Academic in the Department of Business Management at the University of South Africa. He holds a master's degree in Development Studies from the University of Limpopo and a Doctoral degree in Public Management from the Tshwane University of Technology. His research interest includes local government, public policy, education and governance, migration, emigration and immigration, ethics, ecotourism and local economic development. Sebola has also supervised Masters and Doctoral degrees in the areas of small business and township economies. Professor Sebola has published widely in national and international journals, accredited conference proceedings and book chapters, presented papers at national and international conferences, and has successfully supervised a 51 Masters and 14 doctoral degrees to date in various topics which includes small business and township economy. Excluding publication and Books and Conference proceedings, Professor Sebola has published to date 89 DHET accredited articles. He is also a previous holder of the following awards: Overall Best-Established Researcher, University of Limpopo (2011), Distinguished Academic Award, SAAPAM (2014) and Overall Best-Established Researcher, University of Limpopo (2015). He founded and chaired a regionally growing academic conference called the International Conference on Public Administration and Development Alternatives (IPADA) and is a founding Editor of the Journal of Public Administration and Development	2 x PhD (Co-Supervision) (2 x M Com (Co-Supervision)

	Alternatives. Professor Sebola has edited in numerous academic journals as a Guest Editor which includes among others *Journal of Public Administration (JOPA), Journal of Transdisciplinarity Research in South Africa (TD), African Journal of Public Affairs (AJPA), Journal of Global Business and Technology (JGBAT) and Journal of Reviews on Global Economy.*	
Ms Lerato Motsei Office: Nkoana Simon Radipere Building, office number 4-77 **Tel:** (012) 429 6594 **E-mail:** Motsell1@unisa.ac.za ORCID: https://orcid.org/0009-0002-2706-2124	Lerato Motsei is a lecturer in the Department of Business Management. She obtained her MBL in 2020 from GSBL(UNISA). She is currently registered for PhD in Management Sciences, and her topic is on digital transformation of quality management practices by SMEs. Her research interests include entrepreneurship, small business, digital transformation & talent management.	2 x M Com (Co-Supervision)
Model of supervision	Candidates will be allocated to a supervisor but will be required to work independently within the requirements of higher degree studies. Additionally, the candidate will have to present his/her work to a panel of academics at a colloquium. The candidate should submit his/her work to be reviewed by a blind peer review process.	
Selection criteria: Master's/Doctorate	Refer to the qualification website for selection criteria.	
Selection Procedure	Refer to the qualification website for selection procedure.	
Research scope	This research area focuses on addressing macroeconomic constraints on global development, with a specific focus on the African continent and South African townships and rural economies. It aims to determine optimal interventions and velocities for stimulating local economies to mitigate poverty, unemployment, and inequality. Prospective studies focusing on township-based enterprises across any of the 11 Micro, Small, and Medium Enterprise (MSME) sub-sectors fall within this domain. Because these sub-sectors traverse multiple disciplines, applications are cross-departmental and multidisciplinary.	
Reading: Subject Field	**This is a selection of articles and/or recent books in this research focus area. Further reading over and above these is essential:** **ARTICLES** • Banerjee, A. V., & Duflo, E. (2011). Poor economics: A radical rethinking of the way to fight global poverty. New York: Public Affairs. • Bramwell, Kundishora Gavaza. (2025). Microfinance and women's entrepreneurship In South African townships International Journal of Business Ecosystem & Strategy; Istanbul Vol. 7, Iss. 4: 12 - 22. DOI:10.36096/ijbes. v7i4.872 • Felzensztein, C. (2025). "Resilient informality and the role of family support in township entrepreneurship". *International journal of entrepreneurial behaviour & research* (1758-6534), p. 1. • Hammond, A. L., Kramer, W. J., Katz, R. S., Tran, J. T., and and Walker, C. (2007). The Next 4 Billion Market Size and Business Strategy at the Base of the Pyramid. World Resources institute. International Bank for Reconstruction and Development/World Bank Group: Washington DC, USA. • Majola, R (2025). "Analysis of women entrepreneurship in township and rural areas in South Africa". *Journal of the International Council for Small Business (Print)* (2643-7023), 6 (3), p. 383	

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- Nevondwe, N. T. and Charles Tony Simphiwe Ngwenya, C. T. S. (2025). "Social Entrepreneurship Education effectiveness in Technical Vocational Education and Training Colleges: The case of South Western Townships, South Africa." Journal of Education and Learning Technology 6, no. 11: 1082 - 1097. https://doi.org/10.38159/ jelt.20256113.
- Oppong, Clement (05/2024). "Township entrepreneurship, Unemployment and Economic Development: Myth or Reality in Sub-Saharan African Countries". *International journal of business & economic development (Online)* (2051-848X), 12 (01)
- Seidman, G. (2010). Brazil's 'pro-poor' strategies: what South Africa could learn. Transformation: Critical Perspectives on Southern Africa, Number. 72/73, 2010, pp. 86-103
- Sibusiso, D Ntshangase (2024). "The Selected External Business Environmental Factors Influencing Township Entrepreneurship in KwaZulu-Natal, South Africa". *OIDA international journal of sustainable development*, 17 (11), p. 11.
- Vezi-Magigaba, M. F. and Ayandibu, E. O. (2026). The role of multilingual training in advancing women entrepreneurship in South African townships and rural areas. International Journal of Business Ecosystem & Strategy; Istanbul Vol. 8, Iss. 1: 70-82. DOI:10.36096/ijbes. v8i1.1128
- Wimbayi Chasaya and Ayansola Ayandibu. (2025). Exploring The Role of The Entrepreneurial Ecosystem in Fostering Innovation in Youth Entrepreneurship in South Africa: A Literature Review. Indonesian Journal of Business and Entrepreneurship. Vol. 11, no. 3 pp. 676 – 676. DOI https://doi.org/10.17358/ijbe.11.3.676
- Wu, J., Steven Si, S., and Yan, H. (2020). Reducing poverty through the shared economy: creating inclusive entrepreneurship around institutional voids in China. Asian Business & Management. Springer Nature Limited Publishers. https://doi.org/10.1057/s41291-020-00113-3
- Ziyane, B., Sodiq Arogundade, S., Osei-Assibey, K. (2024). Impact of township economic revitalisation programme on entrepreneurship development and innovation in Gauteng, South Africa. International Journal of Business Ecosystem & Strategy; Istanbul Vol. 6, Iss. 5: 239-253. DOI:10.36096/ijbes. v6i5.629

THESES, DISSERTATIONS AND BOOKS

- Guliwe. T. (2023). Leveraging the Strategic Preferential Procurement Policy for Localisation and Inclusive Growth from MSME in Gauteng Townships, Submitted in partial fulfilment of the requirements for the degree Master of Philosophy in Industrial Policy, College of Business and Economics, University of Johannesburg.
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- Nieman, G.H. & Nieuwenhuizen, C. (2014). Entrepreneurship - a South African perspective 3/e. Van Schaik.
- Welter, F., (2011). Contextualizing entrepreneurship—conceptual challenges and ways forward. Entrepreneurship theory and Practice, 35(1), pp.165-184.

	GOVERNMENT REGULATIONS AND REPORTS SOURCES • Gauteng Department of Economic Development. (2022). Gauteng Township Economic Development Act (TEDA). Gauteng Provincial Government. • Seda. (ND). Analysis of the State, Performance, Needs, Opportunities, and Challenges of SMMEs in the Township Economy. Small Enterprise Development Agency. Tshwane. Report prepared by Cant and Associates. • National Small Enterprise Amendment Act 21 of 2024, **INTERNET SOURCES** • Revised Schedule 1 of the National Definition of Small Enterprise in South Africa, Pub. L. No. 399, Government Gazette (2019). chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.gov.za/sites/default/files/gcis_document/201903/423041gon399.pdf http://businesstech.co.za/news/business/123929/9-things-you-need-to-know-about-small-businesses-in-south-africa/.
Reading: **Research Methodology**	**This is a selection books on methodology. Further reading over and above these is essential:** • Schindler, P. (2021). Business Research Methods. 12th ed. New York: McGraw-Hill. • Creswell, J.W., and Creswell, J.D., (2017). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 15th ed. Sage Publications. • Babbie, E. 2020. The practice of social research. 15th ed. Boston: Cengage Learning. • Diamantopulos, A, Schlegelmich, B & Halkins, G. (2023). Taking the fear out of Data Analysis: Completely revised, significantly extended and still fun. Hampshire: Edward Edge. • Ormrod, J. (2015). Practical Research: Design and process. 13th ed. New Jersey: Pearson Education International. • Saunders, M, Lewis, P, and Thornhill, A. 2023. Research Methods for Business Students. 9th ed. Essex: Pearson Education Ltd. • Scott, G, and Garner, R. (2013). Doing Qualitative Research: Designs, Methods and Techniques. 1st ed. New Jersey: Pearson Education, Inc. • Nightingale, A., (2009). A guide to systematic literature reviews. *Surgery (Oxford)*, *27*(9), pp.381-384.
Resources: Scholar community	

Potential M&D research focus areas or research projects	
Unit of Analysis	**Research Focus**
A significant proportion of the global population resides at the base of the economic pyramid (BoP) under conditions of relative deprivation. Satisfying the latent demands of this demographic is imperative for augmenting societal welfare, labor productivity, and income generation, thereby facilitating independent and sustainable pathways out of poverty.	There is a growing global consensus that enhancing entrepreneurial activity within bottom-of-the-pyramid (BoP) environments is a crucial mechanism for large-scale poverty alleviation. Consequently, academic research on township economies should prioritize context-specific intervention strategies that explicitly address and navigate systemic institutional voids.
Despite all the positive contributions of MSMEs to global economies, this sector faces several challenges that impede its growth. These challenges	Investigating the role of the sharing economy associated with entrepreneurship for poverty reduction. Introduce targeted reindustrialisation programmes Introduce large-scale massification of MSMEs

range from high failure rates, poor management, to lack of financial and non-financial support	Strengthening MSME ecosystems

Note:

- You need to read extensively on the topic you choose.
- Read other theses and dissertations focusing on the first chapter as this is related to the proposal and what is needed.
- Ensure that your topic is aligned with the given research focus area