

pgrc

POSTGRAD & RESEARCH CENTRE



 **Emeris**

ELEVATING EXCELLENCE



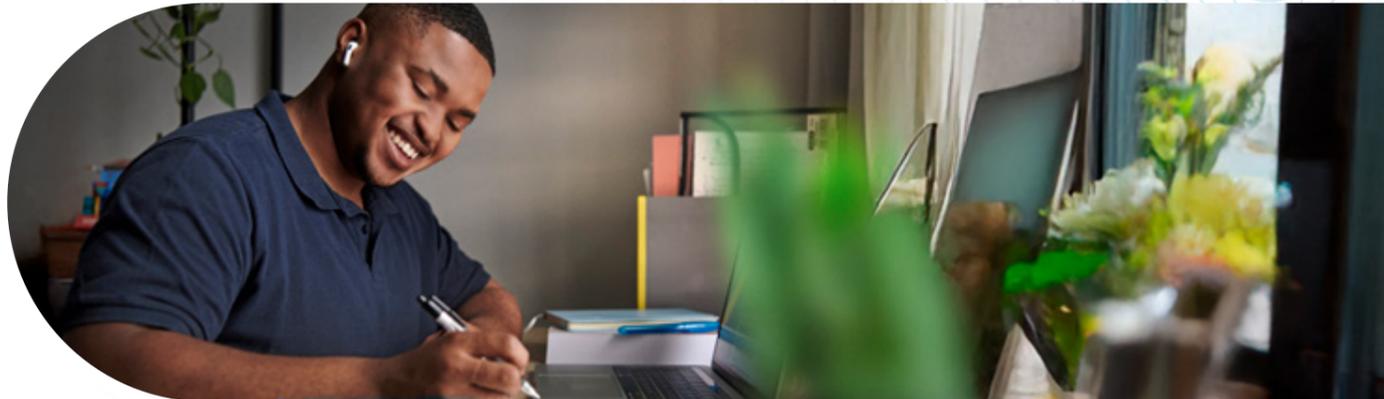
IIE Master of Arts in Creative Brand Leadership



nation brand • city brand • country brand
 person brand • smes • corporate & product brand

Dissertation titles 2020 - 2025

- An exploration of co-creating South African city brands to revive the tourism industry post a global pandemic (2024)
- An exploration of the perceived role of femvertising in retail fashion customer brand preference (2022)
- An investigation of how contemporary South African fashion designers communicate creative brand storytelling and brand aesthetic (2023)
- Design matters: Increased brand differentiation through work-space design (2021)
- Diversification as a strategic approach to the inclusion of black women by brands (2022)
- Exploring metropolitan open space systems in building meaningful city brands: A D'Moss case study (2022)
- Exploring the Inclusion of Dogs in Online Personal Branding (2024)
- Exploring the role of brand identity in growing small business in the boutique retail jewellery sector (2021)
- Exploring the theoretical relationship between brand innovation and brand authenticity: A case study of a South African brand (2020)
- Faster, Higher, Stronger: Exploring Omega's Quest for Brand Leadership Through Storytelling via the Creation of Brand Advocacy on Instagram (2023)
- Interrogating Early Childhood Development as a Corporate Social Investment approach in the South African context: a community perspective on investments which adopt a brand-community collaboration approach (2023)
- Me, myself and I.3.0 - Exploring the avatar as person brand in Second Life (2021)
- Media channel planning models towards integrated brand communication (2020)
- Nation branding: How Brand SA could strategically contribute towards the South African National Development Plan 2030's objective of nation building and social cohesion (2023)
- Queer marginality and planning for brand resonance: A critical qualitative analysis of the South African Brand Industry (2022)
- Strategic Brand Communication Through A Crisis: Exploring The Risks and Opportunities for Aquila Safari (2025)
- Talent attraction and retention through brand building: An exploration of practices in companies that are top South African brands (2020)
- The effect of customer service on customer equity in the South African banking industry (2024)
- The Impact of Brand Authenticity on Brand Trust and Cause-related Marketing: A Consumer Perspective (2023)
- The perceived role of employees in rebranding and advocating the National Lotteries Commission (NLC) (2023)
- The role of brand purpose in recruitment: An exploration of best practice in South Africa (2022)
- The role that Afrocentric fashion symbols in modern fashion designs play in personal brand building (2020)
- The use of social media conversations by South African retail banking brand stewards: implications for agile strategy (2020)





IIE Master of Commerce in **Strategic Brand Leadership**

**MARKETING
INNOVATIONS
& TECHNIQUES**

**SOCIETY
& BRAND**

**CONSUMER
BEHAVIOUR**

**BRANDING
& BRAND
EQUITY**

**CUSTOMER
RETENTION**

communication • retail • smes • banking • education • wine • beer • plant-based alternative food • nation branding • ngos

Mini-Dissertation titles 2023 - 2025

- ➔ A critical analysis of Namibia's nation brand (2024)
- ➔ An investigation into the effect of rewards programs on client entrenchment in the South African banking sector (2024)
- ➔ Consumer perceptions towards brand image and identity of luxury brands in urban South Africa (2024)
- ➔ Understanding perceived brand value and actual product quality as drivers of consumer motivation to purchase: A qualitative study of the luxury sparkling wine industry in South Africa (2023)
- ➔ Determining the factors affecting brand loyalty of South African beer consumers (2024)
- ➔ Determining the factors that influence the purchase intention of South African consumers towards plant-based alternatives: The case of Fry's (2024)
- ➔ Digital brand awareness threshold determination for a differentiated farm stall in the Eastern Free State: An exploratory study (2024)
- ➔ Examining the effect that diversity and inclusion has on organisational vitality in private higher education institutions (2023)
- ➔ Exploring the impact of influencer marketing on millennial and Gen Z consumers within the financial services industry (2023)
- ➔ Femvertising in the sport industry: A consumer perspective (2023)
- ➔ The influence of digital radio on the brand equity of commercial radio stations in South Africa. (2024)
- ➔ The Influence of new retail marketing techniques on brick-and-mortar foot traffic: The hologram (2024)
- ➔ The role of employee brand citizenship behaviour in internal branding: A public sector case study (2024)
- ➔ The role of volunteer management practices in attracting and retaining volunteers in a South African NGO brand (2023)



oqrc IIE Master of Philosophy in **Arts**

**SOCIAL
CHANGE**

**CRIME &
SECURITY**

**CULTURAL
NARRATIVES
& REPRESENTATIONS**

**WELLBEING &
RESILIENCE**

**MEDIA,
SOCIAL
PLATFORMS &
PUBLIC
DISCOURSE**

**CAPACITY
BUILDING**

**multidisciplinary • cross-collaboration • evidence-based • one
health • communication • knowledge, attitudes & perceptions**

Dissertation titles 2020 - 2025

- ➔ The representation of evil in vikings (2020)
- ➔ Influence of age, gender, and alcohol consumption on academic stress among Higher Education Students in Gauteng (2025)
- ➔ The perception, understanding and communication of climate change and Carbon Capture and Storage (CCS) technology in South Africa (2020)
- ➔ Exploring the psychological and emotional Experiences of father absence on recent matriculants in black communities in the Free State Province: resilience factors and coping mechanisms (2025)
- ➔ Facebook user responses to COVID-19 vaccine posts and news articles: An exploration of COVID-19 vaccine hesitancy sentiments (2023)
- ➔ Volunteering behaviour and psychological well-being among young adults in the Gauteng Province (2025)
- ➔ Cancel culture and journalists on Twitter (2023)
- ➔ Understanding the psychosocial and environmental factors influencing university students' choice of field of study (2025)
- ➔ Volunteering behaviour and psychological well-being among young adults in the Gauteng Province (2025)
- ➔ Exploring the psychological impacts of unemployment amongst youth in Johannesburg (2025)
- ➔ Understanding the psychosocial and environmental factors influencing university students' choice of field of study (2025)
- ➔ Exploring the psychological impacts of unemployment amongst youth in Johannesburg (2025)
- ➔ A qualitative analysis of the attitudes that marketing strategists have about human-AI collaboration in brand communication (2025)





IIE Master of Commerce in Integrated Water Management

**ACCESS &
INFORMAL
SETTLE-
MENTS**

**SANITATION,
HEALTH &
GENDER**

**CONSERVATION,
ATTITUDES &
PRACTICES**

**INFRA-
STRUCTURE &
MAINTENANCE**

**NON-REVENUE
WATER & WATER
DEMAND
MANAGEMENT**

**AGRICULTURE,
FARMERS,
FOOTPRINTS &
VALUE CHAINS**

Dissertation titles 2020 - 2025

- ➔ An Assessment of the Water Footprint of Maize and Black Nightshade Value Chains: A Case Study of Rural Small-Scale Farmers in Limpopo Province, South Africa (2020)
- ➔ Exploring the effects of water shortages on children's education and health within Ward 17 of the Waterworks Informal Settlement, Gauteng Province (2025)
- ➔ An investigation of water conservation attitudes and practices: A case of hand car wash operators in Kagiso Township (2022)
- ➔ Farmers Perceptions of Resilient Water Management in Small-Scale Agricultural Farms: A Case Study of Irrigation Schemes in Limpopo Province (2020)
- ➔ An investigation of the water conservation practices in three primary schools located in high water demand areas in Gauteng following a water conservation intervention (2025)
- ➔ Investigating the effect of Water Shortage in the community of Olievenhoutbosch Extension 60 (2025)
- ➔ Assessing the role of stakeholder's expectations within the water demand management strategy in a mining municipality: Rustenburg Local Municipality (2024)
- ➔ Perceptions of the causes of poor water supply in the Makause Informal Settlement in Germiston, Ekurhuleni Metropolitan Municipality (2024)
- ➔ Assessing Water Conservation and Water Demand Management in Mantsopa Local Municipality, Free State. (2025)
- ➔ The effects of drought on access to water in marginalized African communities: The Case Study of Cunene Drought in Angola (2025)
- ➔ Assessment of Non-Revenue Water and Strategies to Reduce Water Losses in Mbombela City Mpumalanga Province (2025)
- ➔ The effect of water quality in post-harvest handling techniques towards food security: A case study of the Venda and Thulamahashe Districts (2021)
- ➔ Challenges of reactive maintenance in water infrastructure at Lepelle Northern Water in the Limpopo Province (2022)
- ➔ The influence of traditional water governance on maintenance and decision-making: a review of the Royal Bafokeng administration within the jurisdiction of Rustenburg Local Municipality, North West (2023)
- ➔ Community uptake perspectives of the Aquaponics farming Technology (2022)
- ➔ The role of urban agriculture in building resilience towards climate change in the city of Tshwane (2023)
- ➔ Determination of the Blue Water Footprint of Tomato Value Chains: A Case Study of Smallholder Farmers in The Vhembe District Municipality, South Africa (2020)
- ➔ Township residents attitudes towards water resources conservation and protection in the Jukskei River Catchment South Africa (2025)
- ➔ Evaluating the Effectiveness of National Water Policy on Municipal Water Supply Services: A case study of Harare East (Mabvuku), Zimbabwe (2023)
- ➔ Water Allocation Practices to Small-Scale Farmers in the Nwanedi Irrigation Scheme, Limpopo, South Africa (2025)
- ➔ Evaluating water quality along the Indigenous crops value chains with particular focus on E. COLI: a case study of the ha-Mphaila Irrigation Scheme, Limpopo Province (2025)
- ➔ Women's vulnerability to adequate water and basic sanitation access: a case study of Merafong informal settlements (2023)



IIE Master of Commerce in Business Administration

DEVELOPMENT & SUSTAINABILITY

HUMAN CAPITAL DEVELOPMENT

LEADERSHIP DEVELOPMENT

WORKFORCE EXPERIENCE

COMMUNITY WELLBEING

CORPORATE OVERSIGHT

TECH-DRIVEN CHANGE

RURAL DEVELOPMENT

CONSUMER LOYALTY

ONLINE MARKETING

RISK MANAGEMENT

PUBLIC STRATEGY

BRAND STRATEGY

future focused, innovative and socially responsible leadership

MARKETING INNOVATIONS & TECHNIQUES

Dissertation titles 2023 - 2025

- ➔ A Review of the Effectiveness of Unitary Boards of Listed Companies in South Africa (2025)
- ➔ To Explore the Attitudes of Banking Employees in SA Towards Voluntary Brand Ambassadorship (2025)
- ➔ Unlocking Value: Digitisation's Impact on Supplier Capability Visibility in Heavy Mobile Equipment Engineering OEM's Post Horizontal Mergers and Acquisitions (2025)
- ➔ An Analysis of Loyalty Reward Consumers' Buying Behaviour in Buffalo City Metropolitan (2025)
- ➔ Examining the Influence of Online Marketing on Student's Choice of Higher Education Institutions in South Africa (2025)
- ➔ Factors Influencing the Adoption of Liquid Petroleum Gas in Rural Communities of Northern Cape (2025)
- ➔ Assessing Legal Practitioners' Perception on the Usability of Caselines in Gauteng (2025)
- ➔ Platinum is the New Gold: An Analysis of the Impact of Increasing Brand Building and Awareness for Platinum Jewellery (2025)
- ➔ Factors Affecting Staff Morale within a South African Construction Company (2024)
- ➔ A Study of Real Estate Investment Trusts Listed on the Johannesburg Stock Exchange (2024)
- ➔ The Preservation and Digitisation of Records: A Case Study of The National Archives and Records Service of South Africa (2024)
- ➔ Suppliers' Perceptions of an Electronic Marketplace Platform as an E-Procurement Strategy in Gauteng Province (2024)
- ➔ Determining Service Quality Attributes Influencing Customer Loyalty to Insurance Companies in Eswatini (2023)
- ➔ Exploring the Experiences of Cross-Border Truck Drivers During the Covid-19 Restrictions (2023)
- ➔ Managing the Digital Transformation Change: A Case for the Chartered Accountant in South Africa (2023)
- ➔ Impact of Covid-19 on SME Business Sustainability and Profitability in the Education Sector (2023)
- ➔ The Impact of a Diverse Workforce on the Operational Performance of Siemens Healthcare South Africa: Challenges and Opportunities (2023)
- ➔ Brand Image and Product Taste as Determinants of Consumer Preferences and Consumption of Energy Drinks in Johannesburg (2023)
- ➔ A Proposed Efficient Digital Platform for Small, Short-Distance Parcel Delivery in South Africa (2023)
- ➔ An Investigation on the Impact of the Business in a Box Solution to the Challenges of Spaza Shop Traders in South Africa (2023)
- ➔ An Assessment of the Cultural Onboarding on the Employee Experience During a Merger and Acquisition Process (2023)
- ➔ How to Improve Precision Agriculture Through the Role of Technology and Data, for South African Farmers in the Gauteng Region, with a Specific Focus on Fresh Produce and Maize (2023)
- ➔ Exploration of the Effectiveness of Combined Assurance in the Public Sector (2023)
- ➔ Analysing Healthcare Worker Fatigue During a Pandemic (2023)
- ➔ Leadership in the Digital Age: A Review on the Role of Leadership in the Era of Digital Transformation and Digitalisation – An Employee Perspective within the Information Technology Cluster at a Retail Bank in South Africa (2023)
- ➔ An Effective Offer-to-Order Process for Siemens Healthcare South Africa (2023)
- ➔ A Work-Integrated Learning Curricula Framework for the Development of Entrepreneurial Skills Among Graduates (2023)
- ➔ Prevalence of Results-Based Funding vs Conventional Funding Approaches in Educational Systems: A Case for South Africa (2023)
- ➔ A Comparative Analysis of Risk Management Understanding among Scientists and Support Staff in a Science Council (2023)
- ➔ An Investigation on COVID19's Impact on the Traditional Media Landscape and Impacted Marketing (2023)
- ➔ Analysing the Usefulness of Mentoring Women into Leadership/ Management Careers in the Mining Industry (2023)
- ➔ The Effectiveness of Productive and Unproductive Government Expenditure on Economic Growth in South Africa (2023)

