

# STAFF PROFILE CONTENT BRIEF

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## DESIGNATION: LECTURER



Title & Name:	Miss. Winiswa Mavutha
Qualification & Institution:	B Tech Clothing Management (DUT) M Tech Retail Management (DUT)
Email Address:	winiswam@dut.ac.za
Campus:	Steve Biko
Area of Expertise:	Clothing Retail, Digital Marketing, Business Intelligence, Supply Chain in Retail, Lean Manufacturing
Short Bio:	Miss Mavutha has vast experience within the Clothing Retail industry, where she worked in the Digital Marketing department as an eCommerce Retailer. She has also worked as a Visual Merchandiser, and a Fashion Stylist for two of the biggest South Africa's fashion retailers. She has lecturing experience in Clothing Management and Retail Management, in both public and private institutions. Her research interests

lie in the areas of digital marketing in apparel retail businesses, Business and Artificial Intelligence, Client Relationship Management, Inventory Control and Lean Manufacturing. She has also written research publications and presented at research conferences regarding equity, inclusion, and diversity in higher education. In September 2023, Miss Mavutha won Top 3 Best Research and Presentation award at the Kandivli Education Society's Students' Research Conference on Contemporary Issues in Commerce, Finance, IT, Media and Social Sciences: Common and Sustainability Under the New Standards. In November 2023, she presented a paper in the MBP 2023 Singapore International Conference on Management & Business Practices. She has also presented at various local research conferences.

Academic Interests:

Clothing Retail Management, Operations Management, Supply Chain in Retail Management, Textile Technology, Lean Manufacturing

Research Links:

1. Business intelligence adoption among small apparel retailers in KwaZulu-Natal International Journal Of Research In Business And Social Science 12(6)(2023) 66-7  
<https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/2639>
2. Understanding Marketing Communications Strategies During and Post Covid 19: A South African Perspective International Review of Management and Marketing: ISSN: 2146-4405  
[https://www.researchgate.net/publication/370626070\\_Understanding\\_Marketing\\_Communications\\_Strategies\\_During\\_and\\_Post\\_Covid\\_19\\_A\\_South\\_African\\_Perspective#fullTextFileContent](https://www.researchgate.net/publication/370626070_Understanding_Marketing_Communications_Strategies_During_and_Post_Covid_19_A_South_African_Perspective#fullTextFileContent)
3. Determining Business Intelligence Adoption Stages Using the T-O-E Framework for Apparel SMMEs in Durban, South Africa. SSHRA Conference Proceedings 2023  
<https://icbellp.org/wp-content/uploads/2023/11/SSHRA-Conference-Proceeding-Volume-2023.pdf>