

# STAFF PROFILE CONTENT BRIEF

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## DESIGNATION: LECTURER



Title & Name:	Miss. Winiswa Mavutha
Qualification & Institution:	Master's Degree in Retail Management (DUT) B Tech Clothing Management (DUT) National Diploma Clothing Management (DUT)
Email Address:	winiswam@dut.ac.za
Campus:	Steve Biko
Area of Expertise:	Retail Management, Operations Management, Supply Chain Management, Digital Marketing, Business Intelligence, Lean Manufacturing
Short Bio:	Ms Winiswa Mavutha has a Master's Degree in Management Sciences, Specialising in Retail Management. 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, Supply Chain Management and Lean Manufacturing, Learning Disabilities, as well as Teaching & Learning Strategies. 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 484 About the Contributors Sustainability Under the New Standards. In November 2023, she presented a paper in the MBP 2023 Singapore International Conference on Management & Business Practices. In December 2023, she presented a research paper at International Conference on Teaching & Learning in the Digital Age and participated as Session Chair. Ms Mavutha has presented in various local higher education conferences where she focused on teaching and learning pedagogies and the impact of AI on academic integrity. Ms Mavutha has published on various peer reviewed journals and has also contributed towards a book chapter titled Utilising Big Data Analytics for Enhancing Retail Sales Forecasting and Supply Chain Management in the AI-Driven Marketing Research and Data Analytics.

#### Academic Interests:

Apparel Retail Management, Operations Management, Supply Chain Management, Textile Technology, Lean Manufacturing, Curriculum Development

#### 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. <https://icbellp.org/wp-content/uploads/2023/11/SSHRA-Conference-Proceeding-Volume-2023.pdf>
4. Utilising Big Data Analytics for Enhancing Retail Sales Forecasting and Supply Chain Management, AI-Driven Marketing Research and Data Analytics, IGI-Global Publishers <https://www.igi-global.com/chapter/utilising-big-data-analytics-for-enhancing-retail-sales-forecasting-and-supply-chain-management/345018>
5. Effect of Lean Six Sigma on Order Fulfilment Process: Evidence from Manufacturing Companies in Gauteng, South Africa". International Journal of Research in Business and Social Science (2147- 4478) [Effect of Lean Six Sigma on order fulfilment process: evidence from manufacturing companies in Gauteng, South Africa | International Journal of Research in Business and Social Science \(2147- 4478\) \(ssbfnct.com\)](https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/2639)

6. Rethinking Postgraduate Studies: A Critical Analysis of Career Advancement in South Africa's Corporate Sector. International Journal of Social Sciences & Educational Studies (2520-0968)  
[https://www.researchgate.net/publication/381310995\\_Rethinking\\_Postgraduate\\_Studies\\_A\\_Critical\\_Analysis\\_of\\_Career\\_Advancement\\_in\\_South\\_Africa%27s\\_Corporate\\_Sector](https://www.researchgate.net/publication/381310995_Rethinking_Postgraduate_Studies_A_Critical_Analysis_of_Career_Advancement_in_South_Africa%27s_Corporate_Sector)
7. Online Education Adaptability for South African Learners with Dyscalculia and Dyslexia using Digital Learning Methods. Clinical Sociology Review (0730-840X) [Online Education Adaptability for South African Learners with Dyscalculia and Dyslexia using Digital Learning Methods | Clinical Sociology Review \(uj.ac.za\)](https://www.uj.ac.za/online-education-adaptability-for-south-african-learners-with-dyscalculia-and-dyslexia-using-digital-learning-methods)
8. Identifying obstacles to evaluating business intelligence in Micro-Small Apparel Enterprises: a case study in Durban, South Africa. International Journal of Research in Business and Social Science (2147- 4478)  
<https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/3314>
9. Digital Literacy: A Foreign Language for Students from Rural Areas in South Africa. International Journal of Research in Business and Social Science (2147- 4478)  
<https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/3315>
10. Exploring the Effectiveness of Employee Engagement Strategies in the Manufacturing Industry: A South African Perspective. International Journal of Research in Business and Social Science (2147- 4478)  
<https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/3130>