<table>
<thead>
<tr>
<th>Supervision Team details:</th>
<th>Academic Profile</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prof Tersia Botha</strong></td>
<td>Tersia Botha is an associate professor in Business Management. In January 1993, she joined Unisa as a lecturer in the Department of Business Management. She obtained a DCom degree in Business Management, with specialisation in Investment Management from Unisa in 1998. She is currently teaching Strategic Management, Leadership and Business Management by Portfolio. She presented papers and national and international conferences, authored research articles published in accredited journals. She authored and co-authored various book in various specialist fields in Business Management, namely Strategic Management, Financial Management, Leadership, Corporate Citizenship, Business Management by Portfolio and Management Principles.</td>
<td>1 Masters 1 PhD</td>
</tr>
<tr>
<td><strong>Mrs Karen Stander</strong></td>
<td>Karen Stander is a lecturer in Business Management at the University of South Africa and a PhD candidate at the University of Pretoria. She obtained her master’s degree with distinction from the University of Pretoria in 2012 and was awarded the Dean List award and full academic honorary colours as a result. She received the Dr WA de Villiers achievement prize for achievement in International Business in 2011 and obtained a Diploma in Events Management with distinction from The Institute of Commercial Management in London in 2009.</td>
<td>2 Masters 1 PhD co-supervision (once PhD has been confirmed)</td>
</tr>
</tbody>
</table>

**Model of supervision**

All candidates will present a research proposal to a panel of academics at an colloquium and will be allocated to a supervisor. Candidates will be required to work independently within the requirements of higher degree studies.

**Selection criteria:**

Refer to the qualification website for selection criteria.

**Selection Procedure**

Refer to the qualification website for selection procedure.

**Research scope**

“In any field of human endeavour you reach a point where you can’t solve new problems using the old principles...”

Hamel and Breen, 2007 (used in Grant, 2016:409)

The network disruption, synonymous with the twenty-first century, has become the stimulus that has caused traditional strategy frameworks to become obsolete. The environmental realities inherent to the twenty-first century – digitalisation, mobility, accelerated speed of business, shortened organisational life cycles, temporality, changes in the way industries are configured, ecosystem-based production, and the creation of consumption cycles – have caused an exponential increase in the number of organisations that choose to partner/collaborate with other organisations in an attempt to remain sustainable. Collaboration, co-opetition and sharing has given rise to what is known as the sharing economy and organisations such as Uber, Niantic, Netflix and Airbnb are examples of organisations succeeding in the interconnected world.

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1 Please note that consulting the research focus area leader is no assurance that your application will be approved. If, however, your application is approved, it is also not a guarantee that he/she will be allocated as your supervisor.
In this research focus area, we will consider proposals which expressly investigates the applicability of strategy theory within an interconnected world. We especially welcome proposals for work on:

- Cooperative strategies;
- Collaboration;
- Co-opetition;
- The networked business model of cities (with a specific focus on street traders);
- Competitive advantage and its application to a networked environment;
- Shared Value Creation; and
- Collective benefit.

### 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:


### Reading: Research Methodology

This is a selection books on methodology. Further reading over and above these is essential:


EBooks, available at the Unisa library:

**Potential M&D research focus areas or research projects:**
The following table offers suggested research questions in specific contexts. If you have an interest in strategies in these contexts, you ought to consider the following research questions as a starting point in preparing your research outline.

<table>
<thead>
<tr>
<th>Unit of Analysis</th>
<th>Research Question</th>
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<tbody>
<tr>
<td><strong>Street traders</strong></td>
<td>• How can shared value creation be used to incorporate street traders in the economy?</td>
</tr>
<tr>
<td><strong>Shared Value Practitioners</strong></td>
<td>• What are the best practices for creating shared value?</td>
</tr>
<tr>
<td><strong>Sharing Economy</strong></td>
<td>• How is the strategy of an organisation effected by the sharing economy?</td>
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<tr>
<td><strong>The networked business model of cities</strong></td>
<td>• How can cities benefit from employing a networked business model?</td>
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