



**NAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**Faculty of Commerce, Human  
Sciences and Education**

# Faculty Research Day

**Theme: Post COVID-19 Era: Re-engagement and building sustainable Triple Helix in Tertiary Education.**

**Date:** Wednesday, 14 September 2022

**Time:** 08:00 - 16:00

**Venue:** Auditorium 1, NUST Lower Campus, [or Click here to join the meeting online](#)





# Programme (Morning)

## Director of Ceremonies

**Mr Mario Joshua**

*Lecturer: Management Sciences*

*Faculty of Commerce, Human Sciences and Education (FCHSE)*

08:00	Registration	<b>Jelise Mooja and Assistant Secretary</b>
08:30	Welcoming Remarks	<b>Dr Eroid Naomab</b> <i>NUST Vice-Chancellor</i>
08:50	Overview of Research Day	<b>Dr Colin Stanle</b> <i>Acting DVC: Research, Innovation</i>
09:05	NUST Projects and Funding	<b>Dr Anna Matros-Goreses</b> <i>Director: Project Service Unit, NUST</i>
09:20	Guest Speaker 1: The Interrelationship between Industry, Higher Tertiary Institution, and the Government	<b>H.E. Dr Tarzoor Terhemen</b> <i>Nigeria High Commission to Namibia</i>
09:50	Guest Speaker 2: Digital Transformation and Indigenous Knowledge in the Digital World	<b>Mr Jerry Muadinohamba</b> <i>Social Entrepreneur: Muadiam Entreprises</i>
10:20	Break	
10:40	Re-visiting Leadership and Research Management in Universities in Transitional Economies in the 21st Century: Conundrum and Implications of COVID-19 Pandemic and New Public Management	<b>Prof Lovemore Matipira</b> <i>Associate Dean: Research and Innovation</i>
		<b>Dr Moses Waiganjo</b> <i>Lecturer: Business Management</i>
		<b>Prof Efigenia Semente</b> <i>Executive Dean: Faculty of Commerce, Human Sciences and Education</i>
		<b>Dr Bianca Tjizumaue</b> <i>Head of Department and Senior Lecturer: Marketing and Logistic</i>
11:00	Training Teachers for the VUCA World	<b>Dr Sylvia Ndapewa Ithindi</b> <i>Lecturer: Languages</i>
11:20	Unpacking the Roles of Universities in Rebuilding the Post-COVID World	<b>Ms Teopolina Suko Kanime</b> <i>Lecturer: Languages</i>
11:40	Investigating Metrolingualism in Online Social Space in Namibia	<b>Dr Julia Indongo</b> <i>Lecturer: Languages</i>
12:00	Does Foreign Direct Investment Determine Growth in Namibia?	<b>Prof Tafirenyika Sunde</b> <i>Associate Professor: Economics</i>
12:20	Lunch Break	
14:00	Resumption	



## Programme (Afternoon)

14:10	Recap on the morning presentations	<b>Prof Lovemore Matipira</b> <i>Associate Dean: Research and Innovation</i>
14:30	<b>Consumers' Perception and Satisfaction of Rail Transport Service in an Urban Centre: The Namibian Experience</b>	<b>Prof Efigenia Semente</b> <i>Executive Dean: FCHSE</i>
		<b>Ms Gloria Tshoopara</b> <i>Lecturer: Marketing and Logistics</i>
		<b>Mr Jacinto Silva</b> <i>Lecturer: Marketing and Logistics</i>
		<b>Dr Maxwell Chufama</b> <i>Lecturer: Marketing and Logistics</i>
14:50	<b>Effective Personal Data Protection Laws in Namibia - A Pre-requisite for Digital Transformation: The Legal-Techno Perspectives</b>	<b>Dr Pilisano Masake</b> <i>Senior Lecturer: Human Sciences</i>
15:10	Remarks on the Research Day	<b>Dr Godfrey Tubaundule</b> <i>Acting Associate Dean: Research and Innovation</i>
15:30	Closing Remarks and Awarding of Certificates	<b>Prof Efigenia Semente</b> <i>Executive Dean: FCHSE</i>

## Guest Speakers

**H E Ambassador Dr Tarzoor Terhemen is the Nigerian High Commissioner to Namibia.** He graduated from Benue State University with a Bachelor's Degree in Economics, a Master's Degree in Business Administration, and a PhD in Economics. Also, Ambassador Terhemen attended the Harvard Kennedy School, Harvard University (USA) and Massachusetts Institute of Technology (MIT) in USA.

Dr Terhemen serves as the majority whip, majority leader, and assembly speaker in the Benue State House of Assembly.



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**Jerry Muadinohamba** is a passionate transformational leader who strives to energise and inspire those around him to reach their full potential. His infectious enthusiasm for life was instrumental in successfully reviving the Motor Vehicle Accident (MVA) Fund, where he served as the institution's first substantive Chief Executive Officer for ten years (1994-2014). Jerry is well-known in the Namibian business community as a thought leader who is passionate about people and for his disruptive approach to innovation.

He holds postgraduate qualifications from the University of Namibia, Stellenbosch Business School, and the School for International Training in the United States in public administration, leadership, and development finance. He is a PhD Student at the University of Namibia, and his dissertation is on Executive Leadership Succession Planning.

He served on various public and private sector boards which include Namport, Standard Bank of Namibia, the Central Procurement Board of Namibia, Telecom, Nipam, and Powercom.





## Topic: Training Teachers For The Vuca World

Dr. Sylvia Ndapewa Ithindi  
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**Background:** Concerns about the training of teachers were intensified by the onset of COVID-19 pandemic. While uncertainty is not a novel concept, the level of uncertainty created by the COVID-19 pandemic was unimaginable, especially in the education sector. UNESCO and other educational organisations have emphasised the importance of preparing students for a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world. The emphasis is on the importance of social-emotional skills in dealing with the uncertainty brought about by the pandemic to educational institutions.

**Purpose:** The purpose of this study was to investigate whether teachers' training adequately prepares them with the necessary social-emotional skills to deal with the changes brought about by the COVID-19 pandemic as a typical VUCA case.

**Methodology:** A qualitative methodology underpinned the study, carried out through a case study investigation. Participants were purposefully selected and formed a sample of 10 novice teachers from four different educational regions in Namibia. Data were collected with open ended questionnaires and analysed by establishing emerging themes.

**Results:** The study established that Covid-19 abruptly altered the teaching and learning environment by inducing stress, fear, anxiety, and a sense of loss of control among teachers. Teachers lacked the emotional capacity to confront the obstacles presented by Covid-19 pandemic to their work. Overall, the training of teachers was faced by instructional hardships in tertiary institutions, and students were less emotionally prepared to study under the VUCA conditions as brought about by Covid-19 pandemic.

**Conclusion:** The study concluded that the teacher training does not adequately prepare teachers for VUCA times. As a result of the Covid-19 pandemic, it was impossible for teachers to avoid feelings of anxiety, worry, uncertainty, and despondency. As teachers are the driving force behind the development of socio-emotional skills in classrooms, it is important to address their own social – emotional competence and well-being, as this impacts their learners as well. Covid-19 unexpectedly halted the teaching and learning process, prompting both parties to make dramatic adjustments to cope with the circumstances.

**Recommendations:** This study recommends that socio-emotional competences should be prioritised in the teacher training. The teacher training should enable and develop the socio-emotional competencies of teachers through the use of a variety of techniques, such as mindfulness, stress management techniques, case studies, and teamwork around issues that can arise in education during times of uncertainty, such as the Covid-19 pandemic. Strategies that teachers may employ in VUCA times to facilitate teaching and learning include being familiar with studies on crisis management and using digital support systems.

**Key words:** teachers, vuca, socio-emotional, Covid-19, Teacher training, uncertainty.



## **Topic:** Unpacking the roles of universities in rebuilding the post COVID world

Author: Teopolina Suko Kanime

### **Abstract**

Some of the disruptions that the COVID 19 pandemic has caused on the world are unprecedented, and it will take collective efforts for the world to overcome them. Given their abilities to study complex research issues and transfer such tangible social reforms, universities are among some of the best positioned entities that can contribute to the ramification of the disruption from COVID 19. Drawing from 20 papers on the various interventions that universities around the world did in collaboration with either the public or private sector during the COVID 19 era, this paper presents various ways that universities can continue to assist the private and the public sectors in rebuilding the world in the post COVID era. The findings illustrate that universities were proactive during the COVID 19 era, and this yielded great results that enabled societies to survive the COVID 19 era. Hence, the study established that if universities continue some of these interventions, they will play an integral role in the rebuilding of the post COVID world, and the roles that they can play in this process are countless.



## Topic: Investigating Metrolingualism in Online Social Space in Namibia

Author: Julia Indongo

### Abstract

Online digital communications affect all aspects of life including languages. The invention of social media brings about new ways of socializing through online digital platforms. Users can connect and socialize online. Despite online spaces being popular, there is a dearth of studies that investigated the relationship between languages and activities in Namibian online social spaces. There is no doubt that Namibian online social spaces are multilingual because of the presence of people from all over the country. Normally, in multilingual and multicultural spaces multilingualism is adopted as a 'coping strategy' (Prah, 2010). However, it is not known if multilingualism is used as a coping strategy in online spaces and how multilingualism is reflected in online social communications. The study aims to investigate metrolingua practices and spatial repertoires on Namibian social platforms on Facebook. There are various Namibian platforms on Facebook where youth connect to discuss issues such as memes, gossip and relationship talks etc. The findings will inform Namibian people on how youths in Namibia use language when socializing; this information is crucial to those who may aspire to communicate certain information to the youths. The finding from this study will inform language policymakers in Namibia as currently multilingualism remained unplanned in Namibia (Prah, 2010). The theory of metrolingualism by Pennycook and Otsuji (2018) was used to inform the findings. The study used a qualitative research design. The population of the study are the chats that occur on Nam memes and Nam hot tea page on Facebook from January 2022 to April 2022. These two platforms formed part of the population because it is on these platforms that most Namibian youths socialize through sharing gossip, discussing controversial 'breaking' news and sharing memes; therefore, the two platforms drive the discourse of socialization on Namibian online social platforms. Also, these were platforms where I could get language used naturally for socialization purposes online. Purposive sampling was used to select twenty chats where users replied to each other directly over a topic. From each platform, Nam memes and Nam hot tea, ten chats were taken that form part of the study. Discourse analysis was used as a method to analyse the data. Other sources on language policy in Namibia and multilingualism in Namibia were also used to inform the data. The data was presented under the emerging themes which were informed by the central ideas in the theorization of Metrolingualism. The study revealed that the language of socialization in Namibia remains the official language, English; multilingualism is reflected in the social online discussion but does not include all the languages only a few languages mainly the majority languages. Multilingualism in the online discourse of socialization is more for stylistic purposes than a method of communicating a point; social media space does not reflect the languages to be found in Namibia.



## **Topic:** Does Foreign Direct Investment Determine Growth In Namibia?

Tafirenyika Sunde

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Extraordinary Professor in Trade and Development  
North-West University, South Africa

### **Abstract**

Economic theory confidently asserts that foreign direct investment (FDI) is beneficial for economic growth in recipient economies. However, the global empirical evidence has produced mixed results, and there remain gaps in the literature. Additionally, most FDI has gone to developed countries. The current study analyses the FDI-economic growth relationship for Namibia. Growth and FDI in Namibia have been declining since 2016 due to falling international commodity prices, droughts, weak economic growth in key trade partner economies such as Angola and South Africa, and fiscal consolidation the government embarked on as it attempted to rebalance its public finances. The onset of Covid-19 exacerbated the economic situation in Namibia. To resuscitate the economy, foreign capital, primarily FDI becomes essential as part of capital accumulation in Namibia because domestic capital alone is inadequate to enhance growth. This study, therefore, examines the causality between FDI and Namibia's economic growth using the ARDL methodology. The study model employed had two interactive variables, viz, broad money supply and trade openness, which assisted in resolving the problem of variable omission bias rife in most previous studies. The results support the feedback hypothesis between FDI and economic growth in Namibia. The current study's findings have vital policy implications discussed in the study's conclusion.

**Key words:** causality; Namibia; economic growth; foreign direct investment; trade openness; money supply



## **Topic:** Consumers' Perception and Satisfaction of Rail Transport Service in an Urban Centre: The Namibian Experience



Semente, E.M.M., Tshoopara, G., Silva, J., & Chufama, M. (2020). Consumers' Perception and Satisfaction of Rail Transport Service in an Urban Centre: The Namibian Experience. *International Journal of Applied Management Sciences and Engineering (IJAMSE)*, IGI Global Volume 7 · Issue 2.

### **Abstract**

Public transport efficiency is critical for any economy as it directly impacts on a country's ability to provide efficient and effective movement of goods and services. Given the importance of the rail sector to the Namibian economy, this study assesses consumer perceptions of and satisfaction with the rail transport services in Namibia. A total of 75 questionnaires were collected from participants in Windhoek. The data was analysed using SPSS version 25. Factor analysis (FA) through principal components analysis (PCA) was used to assess the underlying structure of the components, and the reliability and validity were assessed through Cronbach's alpha coefficients. The study concluded that the Namibian consumers' perception of or attitude towards the Namibian rail services is a function of several factors including service quality and price. The findings are deemed important for socioeconomic and marketing decision making.



**Theme:** Digital Transformation

**Topic:** Effective Personal Data Protection Laws in Namibia - A Pre-requisite for Digital Transformation: The Legal-Techno Perspectives

Dr. Masake, P.

LLD (SU), LL.M (SU), Masters in Policing Practice (SBS), LL.B and B-Juris (UNAM), Candidate: LL.M in ICT (OUT), Lecturer: Namibia University of Science and Technology: Department of Social Sciences.

## Abstract

In the field of information security and human rights, developing and implementing data protection laws is essential. The working assumption here is that at the core of personal data protection laws – lays the pursuit to protect the inviolable fundamental right to privacy and security of information. Further that effective personal data protection laws are pre-requisite for digital transformation. The proponents, of the right to privacy juxtapose that: for the right to privacy to be effectively guarded – the advancement in information and communication technology (ICT), cyber and artificial intelligence (AI) needs to be effectively regulated. Premised on this working assumption, this paper critically examines the development and implementation of the personal data protection laws in Namibia – with the associated challenges, with specific emphasis on effective data protection laws as an enabler for digital transformation. The object is to provide a detailed theoretical account on the theories that underpins personal data protection; to analyze the current legal framework; to make postulations on the impact of the Cybersecurity and Personal Data Protection and the current ICT infrastructure on digital transformation. To unpack these objectives, and considering the working assumption, the paper will proceed from a legal-techno theoretical framework with the prominence of two methods of analysis, namely: legal analysis on one end, and on the other end, technological analysis. The essence of applying these two methods is to underscore the working assumption and argue that in order to realise digital transformation: there is need to have effective data protection laws, and by extension to effectively protect the right to privacy and information security. Therefore, Namibia requires to develop and implement data protection laws on one end, and on the other end, the need to invest and develop the ICT infrastructure that is responsive to the fast-paced advancements in ICT, Cybersecurity and AI.

**Key words:** Personal Data protection, Cybersecurity, Information and Communication Technology, Legal-Techno, Artificial Intelligence, Human Rights, Right to privacy, Data, Information.





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