

Dr Stella Bvuma appointed as board member of SEDA

Head of Department of Applied Information Systems within the College of Business and Economics at the University of Johannesburg (UJ) Dr Stella Bvuma, has been elected to the Advisory Board of the Small Enterprise Development Agency (SEDA).



Dr Stella Bvuma

SEDA is mandated to develop, support and promote small enterprises throughout the country, ensuring their growth and sustainability in coordination and partnership with various role players, including global partners, who make international best practices available to local entrepreneurs.

Independent and non-executive directors represent the necessary skills to strategically guide SEDA. Dr Bvuma is recognised for her work in information and communication technologies for development, particularly in the townships and rural areas.

Commenting on her appointment, Dr Bvuma said: "We have great respect for SEDA and I am very honoured to have been asked to serve in this capacity. Small businesses are critical to our country's economy. These businesses are potential enablers for job creation, poverty reduction, and socio-economic development in both developed and developing countries. However, there are concerns about their failure rate and their inability to gain competitive advantage especially in the current era of the fourth industrial revolution (4IR)."

"With my appointment as a board member, I will participate in advancing economic emancipation of the SMME community through the utilisation of technologies towards growth, development and sustainability."

Dr. Bvuma has a driven robust passion in the area of ICT for Development (ICT4D) and ICT adoption with the focus towards township and rural development. Currently she is engaged in research focusing on ICT adoption by township SMMEs in South Africa. She is also a member to the Council of the South African Institute of Computer Scientists and Information Technologists (SAICSIT).

Dr. Bvuma is amongst the 32 women who contributed to We Will Lead Africa: Volume Two: Women, a collection of stories of impact change and transformation happening across Africa. These are stories of African women leaders who are having extraordinary impact every day. They provide insight and inspiration about what is possible when the contributions of women are celebrated, valued and amplified.

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