Mornay Roberts-Lombard is the Deputy Head of the Department of Marketing Management on the Kingsway campus of the University of Johannesburg (UJ) in South Africa and Professor of Marketing. His areas of specialisation is Relationship Marketing and Customer Relationship Management (CRM). He holds a PhD in Business Management from the North West University in Potchefstroom, South Africa. He started in the economic planning division of SANLAB consulting as a junior economist before moving into the academic sphere. He has been in academia for 22 years and at UJ for 7 years. His roles are management, research and curriculum development. He has published 41 articles both international and local, delivered 64 conference papers at international and South African conferences, successfully supervised 30 post graduate dissertations and theses and published 12 articles in industry journals. He has been nominated for and won three academic paper awards at international conferences and is the editor and co-editor of 6 International and South African academic journals. He is also the founding member of the South African Relationship Management Forum and has been invited as guest speaker at various marketing forums in South Africa. He is a visiting professor to the Australian Institute of Higher Education (AIH) in Sydney, Australia, the University of Venda in South Africa and a Visiting lecturer to the Nottingham Trend University in the United Kingdom.

RESEARCH PUBLICATIONS BACKGROUND

ACCEPTED AND PUBLISHED (PEER REVIEWED JOURNALS)


Roberts-Lombard, M. & Steyn, T.F.J. 2010 *The referral marketing practices of travel agencies in the Western Cape province – An exploratory study.* Communicare, 29(1), June.


**CHAPTERS IN RESEARCH BOOKS**

**2009**

The following textbook with research articles was published in 2009:


**CHAPTERS IN ACADEMIC BOOKS**

All the following are textbooks used at various tertiary institutions in South Africa.

**ACADEMIC BOOKS**

**2012**


2011


2010


2009


2008


2006


2004


2002


1998

Roberts, M. Marketing Research – A South African Perspective. Future Managers, Cape Town – South Africa (Editor & sole author)[1 919786 05 8]

ACADEMIC NOTES PUBLISHED

1996

1995
CONFERENCE PRESENTATIONS DELIVERED


- Roberts-Lombard, M. 2009. *Employees as customers – An internal marketing study of the Avis motor vehicle rental group in South Africa.* University of Johannesburg, Faculty of Management International Conference, Johannesburg - South Africa.


- Roberts-Lombard, M., Holland, R. & Lam, B. 2010. *Integrating design and marketing – An analysis of two tribes at war.* University of Johannesburg, Faculty of Management International Conference, Johannesburg - South Africa.


• Roberts-Lombard, M., Holland, R. & Lam, B. 2011. Arguing a case for design-led branding through the converge of marketing and design thinking. SAIMS conference, UKZN, Durban – South Africa.


• Roberts-Lombard, M., Holland, R. & Lam, B. 2011. Arguing a case for design-led branding through the converge of marketing and design thinking. SAIMS conference, UKZN, Durban – South Africa.


• Conradie, E., Roberts-Lombard, M. & HB Klopper. 2012. To P or not to P. An Internal Marketing and Branding perspective in a service environment. GBATA conference, New York, USA.

• Roberts-Lombard, M., Holland, R & Ebenezer, OAS. 2012. Craftsmanship as a dying trade – Arguments for its value add. GBATA conference, New York, USA.


• Roberts-Lombard, M. & Goldman, G. 2013. Differences in ethical beliefs and intentions of university students – a case study perspective. SAIMS conference, Potchefstroom, South Africa.


SOUTH AFRICAN RELATIONSHIP MANAGEMENT FORUM


• Roberts-Lombard, M. & Steyn, T.F.J. 2006. Relationship Marketing in the travel agency industry in the Western Cape Province of South Africa, Nelson Mandela Metropolitan University, Port Elizabeth.


Nyadzayo, W. & Roberts-Lombard, M. 2009. CRM as an intermediate factor on customer retention at selected motor vehicle dealerships in the Eastern Cape province. Nelson Mandela Metropolitan University (NMMU), Port Elizabeth.


**UNIVERSITY OF JOHANNESBURG COLLOQUIUM**


