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PhD in Business Management (with specialisation in Marketing)

Professor at the Department of Marketing Management

Professor Mornay Roberts-Lombard is currently a full Professor of Marketing in the Department of Marketing Management and the programme manager for Masters and Doctoral studies in the Department. He specialises in Relationship Marketing and Services Marketing and has published numerous articles in refereed journals, delivered conference papers at both local and international conferences, published articles in industry journals and has been nominated for and won four academic paper awards at international conferences. He is on the editorial boards of international and South African journals, and has contributed to academic books over his academic career. He has successfully delivered numerous Masters and Doctoral degree students. Prof Roberts-Lombard serves on different councils within UJ and is also on the Board of the International Business Conference (IBC), the educational Board of the Marketing Association of South Africa (MASA), the IMM Marketing Research Board, and is the country representative (South Africa) for the Global Business and Technology Association (GBATA).

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Publications

Journals


• Mpinganjira, M., Roberts-Lombard, M & Svensson, G. 2017. Validating the relationship between trust, commitment, economic and non-economic


Academic books

2017


Roberts-Lombard, M. **Marketing Research – A Southern African Perspective.** Future Managers, Cape Town – South Africa (Editor & sole author) [No ISBN].

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Roberts, M. **Sales Management for South African students.** Future Managers, Cape Town – South Africa (Sole author).

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**Conferences**


• Roberts-Lombard, M. 2008. The recruitment marketing practices of travel agencies in the Western Cape province. International Business Conference (IBC), Port Elizabeth – 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.

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• Burin, C., Roberts-Lombard, M & Klopper, H.B. 2013. The perceived influence of the elements of internal marketing on the brand image of staffing agencies in South Africa Academy of World Finance, Banking and IT conference, Cape Town, South Africa (Abstract).


• Shamhuyenhanzva, R.M., Roberts-Lombard, M. & van Tonder, E. 2013. An analysis of factors influencing Generation Y’s credibility evaluation of social media driven word-of-mouth (WOM. UJ Post Graduate Symposium, STH (Bunting Road campus). October (Work-In-Progress).


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• de Bruin-Reynolds, L., Roberts-Lombard, M & De Meyer, C. 2015. The influence of internal marketing on graduate employee satisfaction within retail banks in South Africa. GBATA, Peniche/Lisbon, Portugal.

• Immelman, R. & Roberts-Lombard, M. 2015. School facilities as choice factor considered by parents selecting independent primary schools in South Africa. GBATA, Peniche/Lisbon, Portugal.


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