

# MORNAY ROBERTS-LOMBARD

PROFESSOR

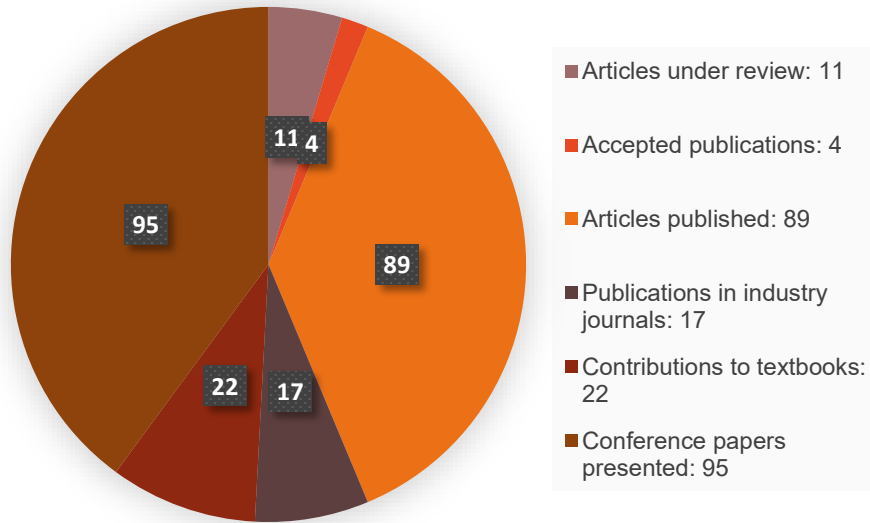


*“Teaching is a passion that comes from the heart to bring positive change”*

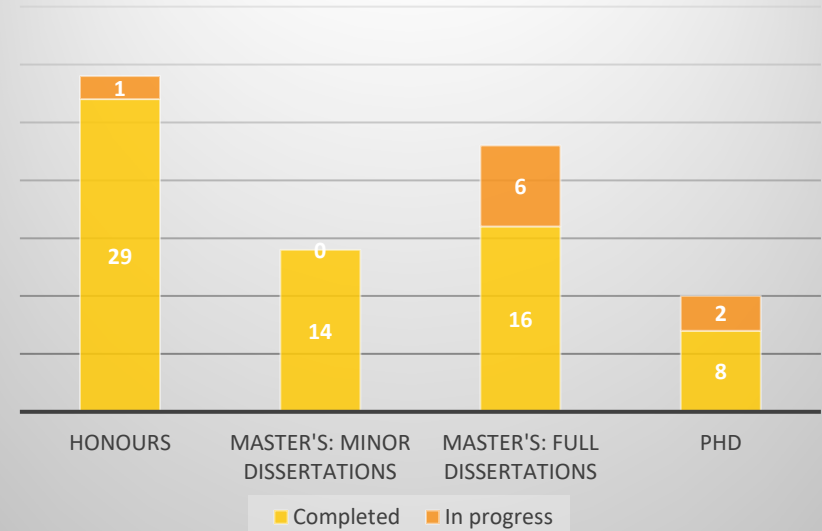
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## QUICK STATS

### ARTICLES & PUBLICATIONS



### SUPERVISION



### NOMINATIONS & AWARDS

BEST RESEARCH PAPER AWARDS

7

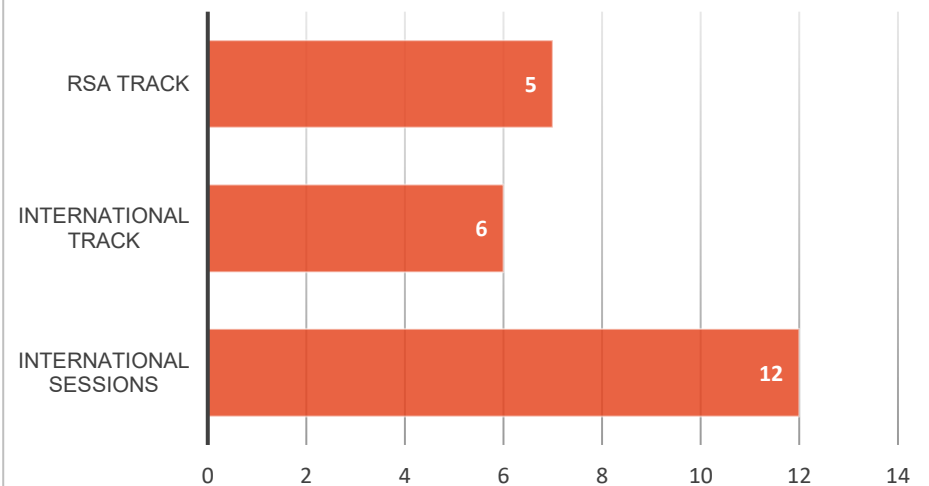
BEST RESEARCH PAPER NOMINATIONS

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BEST RESEARCH PAPER REVIEWER AWARD

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### TRACK CHAIR & SESSIONS



## PROFILE

Mornay Roberts-Lombard is a professor and permanent faculty member in the Department of Marketing Management at the University of Johannesburg. He is the Programme Manager for Masters and Doctoral programmes in the department, the Deputy Head of Department until the end of 2019 and a senior member of management in the School of Consumer Intelligence and Information Systems (SCIIS). He holds a PhD (Business Management) specialising in Relationship Marketing, Customer Relationship Management and Internal marketing and leadership. His research focuses uncover the building, management and sustainability of long-term relationships through an internal and external organisational focus on customer management. He has authored journal articles published in amongst others the *European Business Review*, *International Review of Retail, Distribution and Consumer Research*, *Journal of Business & Industrial Marketing*, *Journal of Cleaner Production*, *Social Marketing Quarterly*, and the *South African Journal of Business Management*. He has made numerous contributions to textbooks and regularly presents papers at national and international conferences. He is a section editor for the *Acta Commercii* Journal and editorial board member of the *South African Journal of Food Ecology and Consumer Sciences* (SAJFECS). He has supervised numerous masters and doctoral students to completion and examines dissertations and theses on a regular basis. He has experience lecturing at certificate, diploma, degree and postgraduate levels, in the fields of marketing, internal marketing and leadership, entrepreneurship and management strategy with a focus on Services Marketing, Relationship Marketing/Customer Relationship Management, Management and Leadership, Business-to-Business marketing, Strategic Marketing, Marketing research, customer centricity and Consumer behaviour. He has been invited as a visiting academic to the Brunel University in London, United Kingdom, the Australian Institute of Higher Education in Sydney, Australia, and the Technische Hochschule in Nürnberg, Germany. He also served as a visiting professor to the Politécnico de Leiria in Portugal between 2015-2019 and the Uganda University of Technology in Kampala between 2014-2019. He is currently a board member of the Customer Institute of Management (CIMA), the Postgraduate Research Committee (PGRC) of the Institute of Marketing Management (IMM) and a work stream team member for the Customer Experience Association of South Africa (CEASA). He currently manages the Masters and PhD programme portfolio of the Department of Marketing Management, is a senior academic member of the College of Business & Economics (CBE) Higher Degrees Committee and lectures on the BCom (Honours), MCom modular and customised programmes of the CBE. He has extensive management experience in higher education serving as HOD of the Department of Business Management at the University of Fort Hare, the University of Johannesburg and as deputy HOD at the University of Johannesburg.

## PERSONAL INFORMATION

SURNAME: Roberts-Lombard  
FIRST NAMES: Mornay  
IDENTITY NUMBER: 680127095086  
DATE OF BIRTH: 27 January 1968  
GENDER: Male  
DRIVER'S LICENCE: Code EB  
NATIONALITY: South African  
LANGUAGES: English and Afrikaans  
RESIDENTIAL ADDRESS: Casa Vista Estate 10  
Bergbron Street, Johannesburg, 1709  
CELLULAR PHONE NUMBER: (+27) 83 394 0321  
ZOOM: [mornayrl@uj.ac.za](mailto:mornayrl@uj.ac.za) (Invite E-mail)  
SKYPE: mrobertslombard  
POSTAL ADDRESS: The same as residential address  
WORK ADDRESS: Department of Marketing Management  
School of Consumer Intelligence & Information  
Systems, C-Ring 6, Kingsway campus  
Auckland Park, Johannesburg, 2006  
TELEPHONE NUMBER: (+27) 11 559 3031  
E-MAIL ADDRESSES: [mornayrl@uj.ac.za](mailto:mornayrl@uj.ac.za) | [mrobertslombard@icloud.com](mailto:mrobertslombard@icloud.com)

## RESEARCH INDEXES

- **H-index (25)**
- **i-10 index (67)**
- **Citations (2485)**

## INTERNATIONAL RESEARCH LINKS

PROF. NARESH MALHOTRA

GEORGIA INSTITUTE OF TECHNOLOGY (GEORGIA TECH), UNITED STATES

E: [naresh.malhotra@scheller.gatech.edu](mailto:naresh.malhotra@scheller.gatech.edu)

PROF. GÖRAN SVENSSON

KRISTIANIA UNIVERSITY COLLEGE, NORWAY

E: [gosv61@gmail.com](mailto:gosv61@gmail.com)

PROF. OLUMIDE JAYEOBA

BOTHO UNIVERSITY (BOTSWANA)

E: [olumide.jaiyeoba@bothouniversity.ac.bw](mailto:olumide.jaiyeoba@bothouniversity.ac.bw)

PROF. MIKE EWING

DEAKIN UNIVERSITY, AUSTRALIA

E: [execdean-bl@deakin.edu.au](mailto:execdean-bl@deakin.edu.au)

PROF. NILS HØGEVOLD

KRISTIANIA UNIVERSITY COLLEGE, NORWAY

E: [Nils.Hogevold@kristiania.no](mailto:Nils.Hogevold@kristiania.no)

## QUALIFICATIONS

### PHD DEGREE

**FIELD:** Business Management  
**INSTITUTION:** North-West University  
(Potchefstroom campus)  
**FIELD OF SPECIALISATION:** Verhoudingsbemarking by geselekteerde reisagentskappe in die Wes-Kaap provinsie  
(Supervisor: Prof. D. Steyn)  
**DATE OF COMPLETION:** 2006 (conferred 2007)

### MASTER'S DEGREE

**FIELD:** Marketing Management  
**INSTITUTION:** Peninsula Technikon  
**FIELD OF SPECIALISATION:** The study explored the influence of the marketing concept on company performance with specific reference to customer services within the travel agency industry in the Western Cape  
(Supervisor: Dr I.C. van der Heever)  
**DATE OF COMPLETION:** 2002 (conferred 2003)

### HIGHER DIPLOMA IN EDUCATION (POSTGRADUATE)

**FIELD:** Education  
**INSTITUTION:** University of Port Elizabeth  
**DURATION OF STUDY:** 1990-1990 (conferred 1991)  
**DEGREE:** HDE (postgraduate) (with distinctions in various subjects)  
**MAJOR SUBJECTS:** Business Management, Economics, Pedagogics, Didactics

## BCOM DEGREE

**FIELD:** Business Management  
**INSTITUTION:** University of Port Elizabeth  
**DURATION OF STUDY:** 1986-1989 (conferred 1990)  
**DEGREE:** BCom (with distinctions various subjects)  
**MAJOR SUBJECTS:** Business Management, Economics & Commercial Law

## CERTIFICATE

**FIELD:** Business Management  
**INSTITUTION:** University of South Africa (UNISA)  
**DURATION OF STUDY:** 2002 (conferred 2003)  
**CERTIFICATE:** Relationship Marketing (Cum Laude)  
**MAJOR SUBJECT:** Relationship Marketing Principles

## CERTIFICATE

**FIELD:** Business Management  
**INSTITUTION:** University of South Africa (UNISA)  
**DURATION OF STUDY:** 2003 (conferred 2004)  
**CERTIFICATE:** Customer Service Management  
**MAJOR SUBJECTS:** Customer Relationship Management, Service Management

## CERTIFICATE

**FIELD:** Business Management  
**INSTITUTION:** University of South Africa (UNISA)  
**DURATION OF STUDY:** 2007 (conferred 2008)  
**ADVANCED CERTIFICATE:** Relationship Marketing (cum laude)  
**MAJOR SUBJECTS:** Advanced Relationship Building Principles, Advanced Customer Management

## PERSONAL CHARACTERISTICS

Sound leadership skills, hard-working, enthusiastic, passionate, determined and diligent, creative, shows initiative, an engaging team spirit, positive and focused, love for people, spiritual and developmental.

## BOARD MEMBERSHIP

- EXCO: International Business Conference (IBC)
- EXCO: Customer Institute of Management (CIMA) (2019-current)
- Chartered Institute of Customer Management
- Deputy EInstitute of Marketing Management (Research Committee member, 2017-current)
- *Acta Commercii* journal (Section editor for Marketing, 2010-current)
- Chartered Marketer Designation Board of the Marketing Association of South Africa (MASA) (2015-2018)
- Country representative (South Africa) of the Global Business and Technology Association (2014-2017)
- Scientific committee member of the International Conference of the Digital Economy (2015-2017)

## INDUSTRY PANEL MEMBERSHIP

- Service Excellence Awards Panel member (2021)
- Track Chair representative (Marketing Management) (South Africa) of the Global Business and Technology Association (2010-2013)
- Customer Experience Association (Work stream committee member) (2021-current)
- SASUF Panel member (Enhancing the currency of marketing graduate skills) – Vaal University of Technology (2023)

## ACADEMIC JOURNAL EDITOR POSITIONS

- INTERNATIONAL: Deputy Editor: European Business Review (SCOPUS listed journal)
- SOUTH AFRICAN: Section Editor: Acta Commercii (CIELO listed journal)



## VISITING PROFESSOR

AUSTRALIAN INSTITUTE OF HIGHER EDUCATION, SYDNEY, AUSTRALIA

2014 & 2015

### RESPONSIBILITIES:

- Teaching undergraduate and postgraduate courses in cultural marketing, small business development and marketing research.
- Initiating a collaborative research project for 2014-2015.

POLITÉCNICO DE LEIRIA, PENICHE, LEIRIA, PORTUGAL

2015-2018

### RESPONSIBILITIES:

- Teaching postgraduate courses in leadership strategies, cultural marketing and people development and empowerment.
- Seminars on master's supervision.
- Initiating a collaborative research project for 2016-2017.

UGANDA TECHNOLOGY AND MANAGEMENT UNIVERSITY, UTAMU, KAMPALA, UGANDA

2015

### RESPONSIBILITIES:

- Teaching postgraduate courses in Business Sciences (research methodology, international marketing).

## INTERNATIONAL TEACHING VISITS

BRUNEL UNIVERSITY LONDON, LONDON, UK

2010

### RESPONSIBILITIES:

- Teaching one undergraduate course in marketing design.
- The initiation of one collaborative research project.

NOTTINGHAM TRENT UNIVERSITY, NOTTINGHAM, UK

2013

### RESPONSIBILITIES:

- Teaching one undergraduate course in marketing design.
- The initiation of one collaborative research project.

## TECHNISCHE HOCHSCHULE NÜRNBERG, NUREMBERG, GERMANY

2018-2019

### RESPONSIBILITIES:

- Teaching two undergraduate courses in employer branding and consumer behaviour.
- Teaching in postgraduate course on international marketing.

## WORK EXPERIENCE (FULL-TIME)

### SA LAND & AGRICULTURAL BANK (1991)

OCCUPATION: Junior Economist

### WORK DESCRIPTION:

- Compile, analyse, and report data to explain economic phenomena and forecast agricultural market trends;
- Forecast production and consumption of agricultural resources;
- Study economic and statistical data in agriculture;
- Contribute to the formulation of recommendations, policies, or plans to solve agricultural, economic challenges;
- Develop agricultural, economic guidelines and standards and prepare points of view used in agricultural, economic forecasting; and
- Contribute to the development of agricultural, economic policy.

### PORT ELIZABETH COLLEGE (1992-1993)

OCCUPATION: Lecturer (Business Studies) (undergraduate)

### WORK DESCRIPTION:

- Teaching Business Studies (Marketing Management, Consumer Behaviour, Strategic Marketing, Entrepreneurship) to post school learners.

### BOLAND COLLEGE, STELLENBOSCH (1993-2002)

OCCUPATION: Lecturer (Business Studies) (undergraduate)

### WORK DESCRIPTION:

- Teaching Business Studies (General Management, Entrepreneurship, Marketing) to post-school learners;
- Curriculum development of National Diploma modules at NQF 7 level in the fields of Business Management/Marketing Management;
- Liaison with business & industry on practical curriculum development, sponsorships and co-operative engagement;
- HOD (Department of Business Studies) (2000-2002); and
- Member of Faculty EXCO (2000-2002).

#### UNIVERSITY OF FORT HARE, EAST LONDON (2003-2006)

**OCCUPATION:** Senior Lecturer (Business Management)  
(undergraduate & postgraduate)

#### WORK DESCRIPTION:

- Teaching Business Management modules:
  - Undergraduate level: General Management/Entrepreneurship/Leadership/Consumer Behaviour;
  - Postgraduate level: Advanced Marketing Management/Marketing Research/Organisational Behaviour/Leadership strategies;
- Supervision of BCom (Honours) projects with a focus on Marketing Management/Leadership
- Supervision of Master's degree students in Business Management/Marketing Management
- Curriculum development of BCom (Honours) modules at NQF 8 level in the fields of Marketing Management/General Management
- HOD (Department of Business Management) (2004-2006)

#### RELATED ACTIVITIES:

- Member of the re-curriculum development committee for the BCom (Honours) degree in Business Management.
- Member of the UFH research development committee.
- Member of the Faculty of Economic Sciences curriculum development committee.

## UNIVERSITY OF JOHANNESBURG (2007-CURRENT)

### OCCUPATION:

Full Professor (Marketing Management)  
(undergraduate & postgraduate)

### WORK DESCRIPTION:

- Teaching Marketing Management:
  - Undergraduate level: Strategic Marketing/Consumer Behaviour/Marketing Research;
  - Postgraduate level: Services Marketing/Customer Relationship Management/ Customer Management;
- Supervision of BCom (Honours) projects with a focus on Marketing Management/Internal marketing & Leadership;
- Supervision of master's degree students in Business Management/Marketing Management;
- Supervision of PhD students in Business Management/Marketing Management;
- Curriculum development of BCom (Honours) modules at NQF 8 level in the fields of Marketing Management/General Management;
- HOD (Department of Business Management) (2004-2006);
- Chair: Departmental Research & Ethics Committee (DREC);
- Programme Manager – Master's & PhD studies; and
- Member of SENATE (UJ).

### RELATED ACTIVITIES:

- Commissioned to conduct a staff motivational analysis project for the College of Business & Economics (CBE) at the University of Johannesburg – 2018-2019 – project completed (Budget R350 000).
- Appointed co-ordinator for Department of Marketing Management Masters & PhD Programme Review – 2015/2018.
- Member of organising committee for the Faculty of Management conference of the University of Johannesburg – 2008-2012.
- Department representative on College Higher Degrees Committee – 2010-current.
- Department representative on Academic Higher Degrees Committee – 2010-current.
- Coordinator of MCom & PhD Degree Programme – 2010-current.
- HOD/Deputy HOD (2012-2019).
- Act as supervisor for postgraduate students.
- Member of MCom Business Management working committee for the development of the MCom modular degree in Business Management (2010 to 2012).
- Member of Departmental Ethics Committee (2015-current).

- Member of Marketing Committee of Abraham Kriel Childcare – 2010-current.
- Curriculum development of X-tra curricular programmes for the Departments of Marketing Management & Business Management (2010-current).
- Lecturing on extracurricular programmes offered by the Department of Marketing Management and Department of Business Management.
- Select and manage new applications for Master's and PhD applications in the department.
- To secure the assessment of new applications through an internal selection committee.
- The allocation of supervisors for new accepted applicants to the department.
- The management of supervision through the request of semester supervisor-student reports (Reports are kept by supervisors themselves).
- Develop and maintain a data base of current and past graduates.
- Compiled the constitution of the Departmental Research & Ethics Committee (DREC).
- Managing the functions of the DREC.
- Plan and carry out marketing activities (principally liaison with the marketing co-ordinator of the department) in line with the strategic objectives of the department as well as the departmental budget.
- Presentations to current BCom (Honours) students in Marketing Management on Masters programmes in the department.
- Member of the College Higher Degrees Committee (CHDC) in the CBE.
- Liaison with business and industry (on request) to market the current Masters and PhD qualifications.
- Management of the departmental Colloquium series, twice a year.
- Development of a training schedule, in conjunction with the Departmental Research Co-ordinator.
- Communication to departmental staff members on any policy changes affecting Masters and Doctoral programmes in the Faculty of Management.
- To manage the minor dissertation component of the modular Master of Commerce degree with specialisation in Marketing Management. This entails title registration, allocation of supervisors, external examiners and the approval of the research proposal for the MCom minor dissertations.
- Member of the work team for people development and acknowledgement in the School of Consumer Intelligence & Information Systems (SCIIS).
- Member of the task team for Research & Supervision development in the CBE.

## WORK EXPERIENCE (PART-TIME)

### DAMELIN, STELLENBOSCH (1994-1997)

**OCCUPATION:** Lecturer (Business Studies)

#### WORK DESCRIPTION:

- Teaching Business Management:
  - Undergraduate level: Marketing Management, Entrepreneurship, Personal Selling, Business Management

### STELLENBOSCH ACADEMY OF DESIGN & PHOTOGRAPHY (1998-2000)

**OCCUPATION:** Lecturer (Business Studies)

#### WORK DESCRIPTION:

- Teaching Business Management:
  - Undergraduate level: Marketing Management, Small Business Management Development, Managing a business

### ISA CARSTENS ACADEMY (1998-2002)

**OCCUPATION:** Lecturer (Business Studies)

#### WORK DESCRIPTION:

- Teaching Business Management
  - Undergraduate level: Marketing Management, Personal Selling, Small Business Management

## MODULE TEACHING EXPERIENCE (POST-SCHOOL)

- Small Business Management/Entrepreneurship (second-year and third-year students) (NQF 7)
- Marketing Management (first-year to third-year students) (NQF 7)
- Personal Selling (second-year students) (NQF 7)
- Marketing Research (second-year to fourth-year students) (NQF 7 & NQF 8)
- Organisational Behaviour (second- and third-year students) (NQF 7)
- Advanced Marketing Management (fourth-year students) (NQF 8)
- General Management (second-year students) (NQF 7)
- Strategic Management (third-year students) (NQF 7)
- Strategic Marketing Management (third- and fourth-year students) (NQF 7 & NQF 8)
- Marketing Communication and Advertising (second-year students) (NQF 7)

- Business Management (first-year and third-year students) (NQF 7)
- Business-to-Business Marketing (third-year students) (NQF 7)
- Relationship Marketing and Customer Relationship Management (fourth-year students) (NQF 8)
- Services Marketing (NQF 8)
- Services Marketing (MCom students, NQF 9)
- Customer Management (MCom students, NQF 9)

## PUBLICATIONS (ARTICLES UNDER REVIEW)

- Malhotra, N., Maduku, D., Roberts-Lombard, M. & Mpinganjira, M. *Internet users' information privacy concerns: Conceptualization, measurement, and causal modelling*. Manuscript submitted for review to Management Science Journal. [SCOPUS INDEXED]
- Van Niekerk, B., Roberts-Lombard, M. & Cunningham, N. Store atmospherics and apparel behavioural intentions: the moderating effect of urban BOP consumers' age. *European Business Review*. [SCOPUS INDEXED]
- Correia, M., Cunningham, N. & Roberts-Lombard, M. A manuscript titled Use of mobile apps when purchasing apparel: a young male adult perspective. *Journal of Retailing & Consumer Services* [SCOPUS INDEXED]
- Rodríguez, R., Roberts-Lombard, M., Høgevoid, N.M. & Svensson, G. B2B sellers' motivations in sales performance – a six-dimensional framework proposition. *South African Journal of Economic and Management Sciences*. [SCOPUS INDEXED]
- Roberts-Lombard, M., Makanyeza, C., Sivotwa, D. & Jaiyeoba, O. Revisiting the delight-loyalty link in a retail banking context – an emerging market perspective. *African Journal of Economic & Management Sciences*. [SCOPUS INDEXED]
- Rodríguez, R., Roberts-Lombard, M., Høgevoid, N. & Svensson, G. Proposing a sales performance motivational framework for B2B sellers in services firms. *European Research on Management and Business Economics*. [SCOPUS INDEXED]
- Bingwa, S., De Meyer-Heydenrych, C. & Roberts-Lombard, M. Exploring the customer e-loyalty of Millennials when purchasing footwear online in South Africa. *Journal of Contemporary Management*. [SCOPUS INDEXED]
- Correia, M., Cunningham, N. & Roberts-Lombard, M. Young adult males' behavioural intentions when purchasing menswear apparel: The influence of mobile shopping apps in South Africa. *South African Journal of Business Management*. [SCOPUS INDEXED]
- Petzer, D. & Roberts-Lombard, M. Revisiting the satisfaction-loyalty link – a perspective of South African banking customers. *Journal of Islamic Marketing*. [SCOPUS INDEXED]

- Roberts-Lombard, M. & Petzer, D. You want my loyalty? Treat me fairly! A study of Islamic banking customers in South Africa. *Journal of Relationship Marketing*. [SCOPUS INDEXED]
- Jaiyeoba, O., Makanyeza, C., Sivotwa, D. & Roberts-Lombard, M. Antecedents and outcome of customer delight in the banking industry in Botswana. *Journal of Marketing & Consumer Behaviour in Emerging Markets*. [SCOPUS INDEXED]
- Roberts-Lombard, M. & Petzer, D. Is trust and loyalty the same for all banking customers? A comparison of Islamic and non-Islamic banking customers. *International Journal of Bank Marketing*. [SCOPUS INDEXED]

#### PUBLICATIONS (ACCEPTED FOR PUBLICATION – 2023)

- Ferro-Sotto, C., Roberts-Lombard, M., Svensson, G. & Høgevoid, N. 2023. The role of conflict and opportunism on the duality of satisfaction in B2B sales relationships. *South African Journal of Economic & Management Sciences (SAJEMS)*. [SCOPUS INDEXED].
- Nkwei, E.S., Roberts-Lombard, M. & Maduku, D. 2023. Modeling condom brand loyalty of young South African adults – An expectancy confirmation perspective. *Journal of Non Profit and Public Sector Marketing*. [SCOPUS INDEXED]
- Roberts-Lombard, M., Shumi, L., Ramalatsoa M. & Mothoa, N.M. (2023). Exploring trust as a matter of the heart and not the head in relationship building – a banking perspective in South Africa. *Journal of Contemporary Management*. [SCIELO INDEXED]
- Issock-Issock, P., Mpinganjira, M. & Roberts-Lombard, M. Beyond sustainable consumption practices: linking organic food consumption to hedonic and eudaimonic well-being. *Appetite Journal*. [SCOPUS INDEXED]
- Sivotwa, T.D., Makanyeza, C., Roberts-Lombard, M. and Jaiyeoba, O.O., 2023. A relationship marketing perspective on delight, its antecedents and outcomes in a banking context. *European Business Review*, 35(3), pp.306-336.

#### PUBLICATIONS (ARTICLES PUBLISHED)

- Roberts-Lombard, M. & Steyn, T.F.J. (2007). Internal marketing in the travel agency industry in the Western Cape province: Research article. *Southern African Business Review*, 11(3):144-158.
- Roberts-Lombard, M. & Steyn, T.F.J. (2008). The relationship marketing practices of travel agencies in the Western Cape province. *South African Journal of Business Management*, 39(4): Article No. a568. doi:10.4102/sajbm.v39i4.568
- Roberts-Lombard, M. (2008). The internal marketing practices of estate agencies in the Gauteng province – A strategy for knowledge renewal. *Journal of Contemporary Management*, 5:137-156.



- Roberts-Lombard, M. & Steyn, T.F.J. (2009). A supply chain perspective on the supplier relationship practices of travel agencies in Gauteng. *Journal of Transport and Supply Chain Management*, 3(1): Article No. 55. doi:10.4102/jtscm.v3i1.55
- Roberts-Lombard, M. (2009). Word-of-mouth communication as a referral marketing tool – An exploratory study of the travel agency industry in South Africa. *Journal of Contemporary Management*, 6(1):22-38.
- Roberts-Lombard, M. (2009). Customer relationships in the retail travel trade – What is the opinion of management? *Journal of Contemporary Management*, 6(1):409-429.
- Roberts-Lombard, M. & Steyn, T.F.J. (2010). The referral marketing practices of travel agencies: An exploratory study of word-of-mouth communication in the travel-agency industry in the Western Cape. *Communicare: Journal for Communication Sciences in Southern Africa*, 29(1).
- Nyadzayo, M.W. & Roberts-Lombard, M. (2010). A theoretical analysis of the mediating role of customer relationship management performance on customer retention in South African motor dealerships. *Journal of Contemporary Management*, 7(1):167-190.
- Roberts-Lombard, M. (2010). Recruiting in a travel consulting environment – Exploring applied practices. *Journal of Contemporary Management*, 7(1):459-476.
- Roberts-Lombard, M., Holland, R. & Lam, B. (2010). An interdisciplinary exploration of design and marketing integration. *Journal of Contemporary Management*, 7(1):252-270.
- Roberts-Lombard, M. (2010). The supplier relationship practices of travel agencies in the Western Cape province – What is the status quo? *Acta Commercii*, 10(1): Article No. a107. doi:10.4102/ac.v10i1.107
- Roberts-Lombard, M. & Du Plessis, L. (2011). Influence of CRM on customer loyalty – An application to the life industry in South Africa. *Journal of Global Business and Technology*, 7(1):23-43.
- Roberts-Lombard, M., Holland, R. & Mensikotora, A. (2011). The integration of strategic design and branding: Arguing a case for spiritual travel agents. *International Journal of Arts & Sciences*, 4(26):1944-6934.
- Van Vuuren, T., Roberts-Lombard, M. & Van Tonder, E. (2012). The relationship between selected variables and customer loyalty within an optometric practice environment. *Acta Commercii*, 12(1): Article No. a137. doi:10.4102/ac.v12i1.137
- Roberts-Lombard, M. & Du Plessis, L. (2012). The influence of trust and commitment on customer loyalty: A case study of Liberty Life. *Acta Academica*, 44(4):58-80.
- Van Vuuren, T., Roberts-Lombard, M. & Van Tonder, E. (2012). Customer satisfaction, trust and commitment as predictors of customer loyalty within an optometric practice environment. *Southern African Business Review*, 16(3):81-96.
- Du Plessis, L. & Roberts-Lombard, M. (2013). Customer loyalty in the South African long-term insurance industry. *Acta Commercii*, 13(1): Article No. a167.

- Roberts-Lombard, M., Strachan, L. & Du Plessis, L. (2013). The influence of trust, commitment and conflict-handling on customer loyalty: A parallel investigation. *Journal of Economic and Financial Sciences*, 6(1): Article No. a284.
- Conradie, E., Roberts-Lombard, M. & Klopper, H.B. (2013). Strengthening brand awareness through internal marketing: An application to the car rental industry. *Journal of Contemporary Management*, 10(1):201-222.
- Dube, B. & Roberts-Lombard, M. (2013). A guiding framework for conducting focus group research. *Journal of Contemporary Management*, 10(1):384-404.
- Roberts-Lombard, M., Van Tonder, E., Pelsler, T.G. & Prinsloo, J.J. (2014). The relationship between key variables and customer loyalty within the independent financial advisor environment. *The Retail and Marketing Review*, 10(1):25-42.
- Conradie, E.S., Roberts-Lombard, M. & Klopper, H.B. (2014). The influence of eleven Ps: An internal marketing and brand awareness perspective in a service environment. *Southern African Business Review*, 18(1):100-121.
- Conradie, E.S., Roberts-Lombard, M. & Klopper, H.B. (2014). Brand awareness in the services sector influenced by eight internal marketing elements. *Journal of Global Business & Technology*, 10(1):25-37.
- Burin, C., Roberts-Lombard, M. & Klopper, H.B. (2015). The perceived influence of the elements of internal marketing on the brand image of a staffing agency. *South African Journal of Business Management*, 46(1):71-81. doi:10.4102/sajbm.v46i1.84
- Immelman, R. & Roberts-Lombard, M. (2015). Guidelines for the marketing of independent schools in South Africa. *Acta Commercii*, 15(1): Article No. a245. doi:10.4102/ac.v15i1.245
- Kokou, P., Van Tonder, E. & Roberts-Lombard, M. (2015). Patient satisfaction measurement for in-hospital services delivered by nurses: Guidelines for improving practice in Africa. *American Journal of Health Sciences*, 6(1):23-36. doi:10.19030/ajhs.v6i1.9267
- Van Tonder, E. & Roberts-Lombard, M. (2015). Relationship marketing dimensions predicting customer loyalty towards independent financial advisers. *Journal of Contemporary Management*, 12(1):184-207.
- Van Tonder, E. & Roberts-Lombard, M. (2016). Customer loyalty guidelines for independent financial advisers in South Africa. *Acta Commercii*, 16(1): Article No. a337. doi:10.4102/ac.v16i1.337
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### 2021

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- Roberts-Lombard, M. (2009). Chapter 11: Working capital management & performance. In *Contemporary issues in accounting and finance*: 169-185. Edited by Paliwal, U.L. & Olivier, M.A. Windhoek: University of Namibia.

## ACADEMIC NOTES PUBLISHED

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- Roberts-Lombard, M. (1996). *Sales management for South African students*. Cape Town: Future Managers.

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- Roberts-Lombard, M. (1995). *Marketing management – Practical applications*. Cape Town: Future Managers.

## PUBLICATIONS IN INDUSTRY JOURNALS

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### *TRAVEL INDUSTRY REVIEW*

**PUBLICATION:** Volume 118, January 2005

**TITLE:** Survival depends on quality service

**LENGTH:** 1 page

**CONTRIBUTION:** The focal point of the article are key aspects on which businesses should focus to enhance its level of service delivery.

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### *TRAVEL INDUSTRY REVIEW*

**PUBLICATION:** March 2009

**TITLE:** Create an environment that makes customers want to come back again and again

**LENGTH:** 1 page

**CONTRIBUTION:** The focal point of the article are key issues that businesses should focus on to ensure customer satisfaction and enhanced customer experience.

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### *TRAVEL INDUSTRY REVIEW*

**PUBLICATION:** June 2009

**TITLE:** Word-of-mouth marketing – Is it really that powerful?

**LENGTH:** 1 page

**CONTRIBUTION:** Strategies to enhance word of mouth as a marketing tool are recommended by the article.

---

### *TRAVEL INDUSTRY REVIEW*

**PUBLICATION:** June 2009

**TITLE:** Using word-of-mouth to promote your biz

**LENGTH:** 1 page

**CONTRIBUTION:** The importance of word of mouth as a marketing tool is highlighted by the article.

---

### *TRAVEL INDUSTRY REVIEW*

**PUBLICATION:** August 2011

**TITLE:** Retaining customers in a competitive environment

**LENGTH:** 1 page

**CONTRIBUTION:** Strategies are identified by the article that will empower a business in its attempt to retain customers in a competitive business environment.

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### *MARKETING MIX*

**PUBLICATION:** Volume 11/12, 2009

**TITLE:** The pink market in South Africa – An untapped gem?

**LENGTH:** 1 page

**CONTRIBUTION:** The article highlights the importance of the pink market as a target market for both the services and product industry in South Africa. Recommendations are provided to the business sector on how to strengthen relationships with this market segment.

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### *MARKETING MIX*

**PUBLICATION:** Volume 3/4, 2010

**TITLE:** The marketing of fast food is evolving, Adapt or die

**LENGTH:** 1 page

**CONTRIBUTION:** The article highlights the changing buying behaviour of fast-food consumers and how the marketing of fast food must adapt to changing consumer needs.

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### *MARKETING MIX*

**PUBLICATION:** Volume 9/10, 2010

**TITLE:** CRM is a necessity, not a luxury

**LENGTH:** 1 page

**CONTRIBUTION:** The focus of the article is how Customer Relationship Management (CRM) can assist a business in maintaining and strengthening relationships with customers.

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### *MARKETING MIX*

**PUBLICATION:** Volume 11/11, 2011

**TITLE:** How to use trust, commitment, two-way communication and conflict handling to improve customer loyalty in an organisation

**LENGTH:** 1 page

**CONTRIBUTION:** The article highlights how a business should focus on the principles of trust, commitment, two-way communication and conflict handling in its customer management strategies to enhance customer loyalty.

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***STRATEGIC MARKETING JOURNAL***

**PUBLICATION:** May-June 2013

**TITLE:** Keeping the customers you have is just important

**LENGTH:** 3 pages (pp. 17-19)

**CONTRIBUTION:** The article highlights that attracting new customers is vital for any business, but so is keeping existing ones.

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***FINANCIAL MAIL***

**PUBLICATION:** 2013

**TITLE:** Leadership and management in relation to employee empowerment

**CONTRIBUTION:** The article highlights that employee empowerment is both a leadership and management responsibility from an internal marketing perspective.

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***THE CUSTOMER***

**PUBLICATION:** 5th edition, 2018

**TITLE:** Do you know how to delight your customers? – some guidelines to consider

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***THE CUSTOMER***

**PUBLICATION:** 6th edition, 2019

**TITLE:** Searching for the roots to build and strengthen brand performance in a small to medium business environment in Africa

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***THE CUSTOMER***

**PUBLICATION:** 2020

**TITLE:** To satisfy or delight a customer in the new millennium in Africa

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***BIZCOMMUNITY***

**PUBLICATION:** 2019

**TITLE:** Customer satisfaction is not enough. Delight your customers!

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## BIZCOMMUNITY

PUBLICATION: 2020

TITLE: Banks need to up their game in customer relationships

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## THE CUSTOMER

PUBLICATION: 2021

TITLE: Trust - a competitive differentiator in retail banking

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## INDUSTRY RESEARCH AND CONSULTATION PROJECTS

- 2003: A technical report on the consumer profile and purchasing patterns of the Stellenbosch public who purchase from the BP petrol station in Merriman Avenue and Dorp Street.
- 2010: Developing a relationship marketing strategy for the Abraham Kriel Children's Home in Johannesburg, South Africa.
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- Roberts-Lombard, M. (2008). *Customer retention strategies implemented by fast food outlets in the Gauteng, Western Cape and Kwazulu-Natal provinces of South Africa*. Paper presented at the 2nd International Business Conference: Port Elizabeth.
- Roberts-Lombard, M. & Steyn, T.F.J. (2009). *The customer market practices of the travel agency industry in the Western Cape province – What is happening?* Paper presented at the 21st Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Port Elizabeth.
- Roberts-Lombard, M. (2010). *Relationship marketing in the supplier market of travel agencies in Gauteng*. Paper presented at the University of Johannesburg, Faculty of Management International Conference: Johannesburg.
- Roberts-Lombard, M. (2010). *Exploring the recruitment market practices of travel agencies in South Africa*. Paper presented at the Twelfth Annual International Conference of the Global Business and Technology Association: Nelspruit.
- Nyadzayo, W. & Roberts-Lombard, M. (2010). *Arguing a theoretical case for customer relationship management as a mediator to customer retention in a developing economy*. Paper presented at the Twelfth Annual International Conference of the Global Business and Technology Association: Nelspruit.
- Zindiye, S. & Roberts-Lombard, M. (2010). *A case for human resource development and skills training amongst the employees of small and medium enterprises (SMEs) in a developing economy*. Paper presented at the University of Johannesburg, Faculty of Management International Conference: Johannesburg.
- Fatoki, O.O. & Roberts-Lombard, M. (2010). *Debt and solvency of SMEs in South Africa*. Paper presented at the 22nd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Grahamstown.
- Du Plessis, L. & Roberts-Lombard, M. (2010). *Retaining customers in the South African long-term insurance industry – A case study perspective*. Paper presented at the 22nd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Grahamstown.
- Dube, B., Jooste, C. & Roberts-Lombard, M. (2010). *A framework for the use of focus groups in marketing research in South Africa*. Paper presented at the 22nd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Grahamstown.
- Conradie, E., Roberts-Lombard, M. & Klopper, H.B. (2010). *Internal marketing elements' influence on the brand awareness of selected car rental companies*. Paper presented at the Twelfth Annual International Conference of the Global Business and Technology Association: Nelspruit.
- Madiba, G & Roberts-Lombard, M. (2011). *Exploring the purchase intention of fast food consumers in a marketing mix context*. Paper presented at the 10th International South African Association of Family Ecology and Consumer Science (SAAFECs) Conference: Pretoria.

- Du Plessis, L. & Roberts-Lombard, M. (2011). *A proposed model for CRM in the life insurance industry in South Africa*. Paper presented at the University of Johannesburg, Faculty of Management International Conference: Johannesburg.
- Madiba, G. & Roberts-Lombard, M. (2011). *The influence of the marketing mix on the purchase intention of fast food consumers with specific reference to the gender and age segments*. Paper presented at the University of Johannesburg, Faculty of Management International Conference: Johannesburg.
- Du Plessis, L. & Roberts-Lombard, M. (2011). *A CRM model proposition – Does it add value to the financial services industry?* Paper presented at the Thirteenth Annual International Conference of the Global Business and Technology Association: Istanbul.
- Roberts-Lombard, M., Holland, R. & Mensikotora, A. (2011). *On-line design and emotional branding: Arguing a case for spiritual travel agents*. Paper presented at the Thirteenth Annual International Conference of the Global Business and Technology Association: Istanbul.
- Roberts-Lombard, M. Holland, R. & Ebenezer, O.A.S. (2011). *Craftmanship – An application to the luxury fashion industry in the UK*. Paper presented at the International Journal of Arts & Sciences (IJAS) Conference: Toronto.
- Zindiye, S. & Roberts-Lombard, M. (2011). *An empirical investigation into the factors affecting the performance of small and medium enterprises in the manufacturing sector of Harare, Zimbabwe*. Paper presented at the 2nd International Conference on Small Business & Entrepreneurship: Nicosia.
- Roberts-Lombard, M. & Madiba, G. (2011). *The purchasing intention of different cohorts towards a fast-food retailer in Gauteng – Exploring the race and gender segments*. Paper presented at the 23rd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Durban.
- Dube, B., Roberts-Lombard, M. & Jooste, C. (2011). *Quality challenges in focus group research in South Africa: A qualitative analysis*. Paper presented at the 23rd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Durban.
- Roberts-Lombard, M. & Du Plessis, L. (2011). *Investigating customer relationship management (CRM) as an intervening variable in the establishment of customer loyalty*. Paper presented at the 23rd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Durban.
- Roberts-Lombard, M. & Strachan, L. (2011). *Customer relationship management in the short-term insurance industry – An exploratory study*. Paper presented at the 23rd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Durban.
- Roberts-Lombard, M., Holland, R. & Lam, B. (2011). *Arguing a case for design-led branding through the converge of marketing and design thinking*. Paper presented at the 23rd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Durban.



- Dube, B., Jooste, C. & Roberts-Lombard, M. (2011). *The seven step process of conducting focus group research: The ideal framework for South African and beyond*. Paper presented at the 23rd Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Durban.
- Roberts-Lombard, M, du Plessis, L. & Strachan, L. (2012). *A framework proposition for the retention of customers in a financial services context – A parallel investigation*. Paper presented at the Value 2012 Conference: Drakensberg.
- Roberts-Lombard, M., Van Vuuren, T. & Van Tonder, E. (2012). *Customer loyalty in a small business environment: An exploratory study*. Paper presented at the Value 2012 Conference: Drakensberg.
- Roberts-Lombard, M., Holland, R. & Ebenezer, O.A.S. (2012). *A study examining the promotion of craft in the luxury fashion industry in the UK*. Paper presented at the Academy of World Business, Marketing and Management Development 2012 Conference: Budapest.
- Roberts-Lombard, M. & Nyadzayo, W. (2012). *The mediating role of customer relationship management (CRM) on customer retention: An exploratory study of motor dealerships in South Africa*. Paper presented at the Academy of World Business, Marketing and Management Development 2012 Conference: Budapest.
- Conradie, E.S., Roberts-Lombard, M. & Klopper, H.B. (2012). *To P or not to P: An internal marketing and branding perspective in a service environment*. Paper presented at the Fourteenth Annual International Conference of the Global Business and Technology Association: New York, NY.
- Roberts-Lombard, M., Holland, R. & Ebenezer, O.A.S. (2012). *Crafting as a dying trade? –Arguments for its value-add*. Paper presented at the Fourteenth Annual International Conference of the Global Business and Technology Association: New York, NY.
- Roberts-Lombard, M. & Nyadzayo, W. (2012). *The mediating effects of customer relationship management on customer retention*. Paper presented at the Fourteenth Annual International Conference of the Global Business and Technology Association: New York, NY.
- Dube, B., Roberts-Lombard, M. & Jooste, C. (2012). *A guiding framework for focus group research planning in South Africa*. Paper presented at the 24th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Stellenbosch.
- Van Vuuren, T., Roberts-Lombard, M. & Van Tonder, E. (2012). *Customer satisfaction and supplier image as predictors of customer loyalty within a service business environment*. Paper presented at the 24th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Stellenbosch.
- Hlope, E., Roberts-Lombard, M. & Strydom, E. (2012). *Exploring the relevance of flyers as a marketing tool – An exploratory study*. Paper presented at the 24th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Stellenbosch.

- Conradie, E., Roberts-Lombard, M. & Klopper, H.B. (2013). *Do people, physical evidence and processes influence brand awareness: Exploring a service environment*. Paper presented at the 11th International South African Association of Family Ecology and Consumer Science (SAAFECES) Conference: Pretoria.
- 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*. Paper presented at the 2013 Inaugural Biennial Congress of Academy of World Finance, Banking, Management and Information Technology: Cape Town.
- Shamhuyenzva, R.M., Roberts-Lombard, M. & Van Tonder, E. (2013). *Factors influencing the adoption of social media word-of-mouth by Generation Y and their preference for fast-food outlets*. Paper presented at the 2013 Annual Conference of the Emerging Markets Conference Board: Port Elizabeth.
- Immelman, R., Roberts-Lombard, M. & Jooste, C.J. (2013). *Choice factors of parents selecting an independent primary school in Gauteng*. Paper presented at the 2013 Annual Conference of the Emerging Markets Conference Board: Port Elizabeth.
- Roberts-Lombard, M. & Gaworek, H. (2013). *A multi-disciplinary argument for the alignment of two disciplines – Marketing and design*. Paper presented at the Fifteenth Annual International Conference of the Global Business and Technology Association: Helsinki.
- Conradie, E.S., Roberts-Lombard, M. & Klopper, H.B. (2013). *The influence of eight internal marketing elements on brand awareness in the services sector – A developing economy perspective*. Paper presented at the Fifteenth Annual International Conference of the Global Business and Technology Association: Helsinki.
- Shamhuyenzva, 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)*. Paper presented at the UJ Postgraduate Symposium, STH: Johannesburg.
- Conradie, E.S., Roberts-Lombard, M. & Klopper, H.B. (2013). *Eight internal marketing elements and their influence on brand awareness in the car rental industry*. Paper presented at the 25th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Potchefstroom.
- Le Coultre, B., Roberts-Lombard, M. & Van Tonder, E. (2013). *The influence of trust and commitment on customer loyalty – An application to the four major banks and Capitec Bank*. Paper presented at the 25th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Potchefstroom.
- Roberts-Lombard, M. & Goldman, G. (2013). *Differences in ethical beliefs and intentions of university students – A case study perspective*. Paper presented at the 25th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Potchefstroom.

- Van Tonder, E. & Roberts-Lombard, M. (2013). *A theoretical framework for managing CSR plans and related initiatives in the modern business environment*. Paper presented at The Clute Institute International Academic Conference/Baltic Cruise Conference: Paris.
- Van Tonder, E., Van Vuuren, T. & Roberts-Lombard, M. (2013). *The influence of three antecedents of CRM on customer loyalty in a service environment*. Paper presented at the 7th International Business Conference (IBC): Seychelles.
- Burin, C. & Roberts-Lombard, M. & Klopper, HB. (2014). *Exploring the influence of the 7Ps of internal marketing on the 4 dimensions of service quality at a South African staffing brand*. Paper presented at the Sixteenth Annual International Conference of the Global Business and Technology Association: Baku.
- Immelman, R. & Roberts-Lombard, M. (2014). *Guidelines for the marketing of independent schools in South Africa – A case study perspective*. Paper presented at the 8th International Business Conference (IBC): Swakopmund.
- Shuping, T., Roberts-Lombard, M., Drotsky, A. & Van Tonder, E. (2014). *Customer experience management at the Industrial Development Corporation (IDC)*. Paper presented at the 8th International Business Conference (IBC): Swakopmund.
- Bosman, K. & Roberts-Lombard, M. (2014). *Comparing the perceived risks of online shopping amongst male and female consumers in Gauteng, South Africa*. Paper presented at the 8th International Business Conference (IBC): Swakopmund.
- Goldman, G.A. & Roberts-Lombard, M. (2014). *Ethical beliefs and intentions amongst university students – A cultural perspective*. Paper presented at the 26th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Vaal River.
- Smit, E. & Roberts-Lombard, M. (2014). *Comparing the perceived benefits and behaviour of online shopping amongst male and female consumers in Gauteng*. Paper presented at the 26th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Vaal River.
- Kokou, P., Roberts-Lombard, M. & Van Tonder, E. (2014). *Patient satisfaction measurement for hospital services delivered by doctors: Guidelines for improving the practice in Africa*. Paper presented at the 26th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Vaal River.
- Immelman, R. & Roberts-Lombard, M. (2014). *Information sources influencing parents' choice of independent primary schools in Gauteng*. Paper presented at the 26th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Vaal River.
- Shamhuyenzva, R.M., Roberts-Lombard, M. & Van Tonder, E. (2015). *Factors predicting Generation Y consumers' propensity to trust online word-of-mouth information concerning fast-food*

*products*. Paper presented at the 27th Annual Conference of the Southern African Institute for Management Scientists (SAIMS): Cape Town.

- Shuping, T. & Roberts-Lombard, M. (2015). *Customer experience management in an emerging economy: A case study perspective*. Paper presented at the Academy of Business and Emerging Markets (ABEM) Conference 2015: Windhoek.
- Dube, B. & Roberts-Lombard, M. (2015). *A guiding framework for conducting focus group research sampling in South Africa*. Paper presented at the Seventeenth Annual International Conference of the Global Business and Technology Association: Peniche/Lisbon.
- 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*. Paper presented at the Seventeenth Annual International Conference of the Global Business and Technology Association: Peniche/Lisbon.
- Immelman, R. & Roberts-Lombard, M. (2015). *School facilities as choice factor considered by parents selecting independent primary schools in South Africa*. Paper presented at the Seventeenth Annual International Conference of the Global Business and Technology Association: Peniche/Lisbon.
- Jaiyeoba, O.O., Roberts-Lombard, M. & Amanze, D. (2016). *Servicescape and loyalty intentions: An empirical investigation of restaurants in Botswana*. Paper presented at the 10th International Business Conference (IBC): Langebaan.
- Conradie, E.S. & Roberts-Lombard, M. (2016). *The relationship between selected internal marketing variables, brand recognition and trust in the medical schemes industry*. Paper presented at the 10th International Business Conference (IBC): Langebaan.
- Immelman, R. & Roberts-Lombard, M. (2016). *The relevance of information sources in the marketing of independent primary schools in South Africa*. Paper presented at the Eighteenth Annual International Conference of the Global Business and Technology Association: Dubai.
- Matikiti, R., Mpinganjira, M. & Roberts-Lombard, M. (2016). *Gender differences in usage of social networking sites and attitude towards usage of social networking sites to search for travel information*. Paper presented at the 10th International Conference on Management, Finance and Entrepreneurship: Durban.
- Day, J., Immelman, R. & Roberts-Lombard, M. (2017). *Choice factors of restaurant patrons in the marketing of restaurants in South Africa*. Paper presented at the Nineteenth Annual International Conference of the Global Business and Technology Association: Vienna.
- Els, S., Roberts-Lombard, M. & Conradie, E. (2017). *Relationship building dimensions to strengthen customer loyalty – An Islamic banking perspective*. Paper presented at the Nineteenth Annual International Conference of the Global Business and Technology Association: Vienna.

- Conradie, E.S. & Roberts-Lombard, M. (2017). *Relationships amongst extended internal marketing variables, brand recognition and brand recall in service organisations: A comparative study*. Paper presented at the 11th International Business Conference (IBC): Dar es Salaam.
- Roberts-Lombard, M., Goldman, G. & Knight, J. (2017). *Ethical belief and ethical intention: Comparing South African and Polish commerce student perceptions*. Paper presented at the 11th International Business Conference (IBC): Dar es Salaam.
- Bingwa, S. & Roberts-Lombard, M. (2018). *Attitude and behavioral intention towards internet banking adoption of Generation Y customers – An emerging market perspective*. Paper presented at the 2018 Annual Conference of the Emerging Markets Conference Board: Johannesburg.
- Ledikwe, A.B., Roberts-Lombard, M. & Klopper, H.B. (2018). *Does relationship quality matter when developing brand loyalty in Africa? – an emerging market perspective*. Paper presented at the 2018 Annual Conference of the Emerging Markets Conference Board: Johannesburg.
- Smit, C., Roberts-Lombard, M. & Mpinganjira, M. (2018). *Generational cohort differences in technology readiness (tri 2.0) and mobile self-service technology adoption in the airline industry – An emerging market perspective*. Paper presented at the Academy of World Business, Marketing and Management Development 2018 Conference: Athens.
- Issock Issock, P.B., Mpinganjira, M. & Roberts-Lombard, M. (2018). *An experiential perspective on the continuum customer green satisfaction – green trust – positive word-of-mouth*. Paper presented at the Academy of World Business, Marketing and Management Development 2018 Conference: Athens.
- Roberts-Lombard, M., Ndlovu, V.M., Hlatshawyo, A.Z. & Jaiyeoba, O. (2018). *Selected factors affecting the adoption of Internet banking among Generation Y customers in South Africa*. Paper presented at the 12th International Business Conference (IBC): Grand Bay, Mauritius.
- Jaiyeoba, O. Gumbe, C. & Roberts-Lombard, M. (2018). *Testing the applicability of the theory of planned behaviour (TPB) on the entrepreneurial intentions of youth in Botswana*. Paper presented at the 12th International Business Conference (IBC): Grand Bay, Mauritius.
- Matikiti, R., Roberts-Lombard, M. & Mpinganjira, M. (2018). *Customer complaints in the airline industry: A case of domestic and international air travellers in South Africa*. Paper presented at the 12th International Business Conference (IBC): Grand Bay, Mauritius.
- Issock Issock, P.B., Mpinganjira, M. & Roberts-Lombard, M. (2019). *Normative influence and effectiveness of recycling policy on household waste separation*. Paper presented at the 6th World Social Marketing Conference: Edinburgh.
- Roberts-Lombard, M., Ndlovu, K. & Viljoen, K. (2019). *The influence of Instagram usage intensity and electronic word-of-mouth (eWOM) on conspicuous consumption – A Generation Y perspective in an emerging economy*. Paper presented at the European Academy of Management (EURAM) 2019 Conference: Lisbon.

- Miller, D., Lo, I., Mvane, A., Makhathini, B., Roberts-Lombard, M. & Jaiyeoba, O. (2019). *Precursors of behavioural intention when purchasing halal fast food – An emerging African market perspective*. Paper presented at the 13th International Business Conference (IBC): Kleinmond.
- Høgevold, N., Svensson, G. & Roberts-Lombard, M. (2019). *The alter egos of satisfaction in Norwegian seller-business relationships – A business-to-business perspective*. Paper presented at the 10th EMAC regional conference: St Petersburg.
- Van Niekerk, K., Roberts-Lombard, M. & Lubbe, I. (2021). *Actual use of mCommerce apps – An emerging market perspective*. Paper presented at the Summer Seminar in Marketing: online.
- Roberts-Lombard, M. & Marnevick, C. (2021). *Factors influencing the university experience of faculty leadership*. Paper presented at the 14th International Business Conference (IBC): online.
- Kapambwe, M., Jaiyeoba, O., Sivotwa, D. & Roberts-Lombard, M. (2021). *Antecedents and outcome of innovative practices among small and medium enterprise service firms in Botswana*. Paper presented at the 14th International Business Conference (IBC): online.
- Jaiyeoba, O., Sivotwa, T.D., Roberts-Lombard, M. & Sesupo, R. (2021). *Effects of talent attraction, employee retention, job satisfaction and productivity on talent management in Botswana*. Paper presented at the 7th International Conference on Business and Management Dynamics (ICBMD): online.
- Van Niekerk, K., Roberts-Lombard, M. & Lubbe, I. 2021. *Exploring consumers' actual use of mcommerce apps when buying athleisure apparel*. Abstract presented at the Emerging Markets Conference: online.
- Francis, T., Roberts-Lombard, M. & Goldman, G. 2021. *Facebook and higher education in South Africa – a case of a selected comprehensive university*. Paper presented at the Emerging Markets Conference: online.
- Roberts-Lombard, M., Hogevoid, N. & Svensson, G. 2022. *Opportunism and Conflict as Perceived Inhibiting Triggers for Developing Long-Term-Orientated Seller-Buyer B2B Relationships – An Asian Perspective*. Paper accepted for presentation at the 2022 EMAC conference in Budapest, Hungary.
- Hogevoid, N., Roberts-Lombard, M. & Svensson, G. 2022. *A Seller Perspective on Economic and Non-Economic Satisfaction Elements in Formalising B2B Relationships in Spain*. Paper accepted for presentation at the 2022 EMAC conference in Budapest, Hungary.
- Francis, T., Roberts-Lombard, M. & Goldman, G. 2022. *The Leverage of Marketing Communication Opportunities by Using Facebook in Faculties at a Selected Comprehensive University*. Paper accepted for presentation at the 2022 IBC conference in Cape Town, South Africa.
- Van Niekerk, K., Roberts-Lombard, M. & Lubbe, I. 2022. *Predictors towards Actual Use of M-Commerce Apps – An Emerging African Market Perspective*. Paper accepted for presentation at the 2022 IBC conference in Cape Town, South Africa.

- Francis, T, Roberts-Lombard, M. & Goldman, G. 2022. Facebook usage by the University of Johannesburg – A content analysis approach. Paper accepted for presentation at the 2022 South African Institute of Management Sciences conference at the Mpekwani Sun Resort, South Africa.
- Mntande, K., Roberts-Lombard, M. & Stiehler-Mulder, B. 2022. *Customer loyalty in a highly competitive market: An investigation of the mobile prepaid sector*. Paper accepted for presentation at the 2022 IBC conference in Cape Town, South Africa.
- Petzer, D.J. & Roberts-Lombard, M. 2023. You want my loyalty? Treat me fairly! A study of Islamic banking customers in South Africa. Paper accepted for presentation at the 29th Recent Advances in Retailing and Consumer Sciences Conference in Lyon, France, July.

### INTERNATIONAL CONFERENCE SESSION CHAIR

- Roberts-Lombard, M. (2011). International Journal of Arts & Sciences Conference (IJAS) Conference, 24-27 May, Toronto.
- Roberts-Lombard, M. (2011). Thirteenth Annual International Conference of the Global Business & Technology Association (GBATA), 12-16 July, Istanbul.
- Roberts-Lombard, M. (2012). Fourteenth Annual International Conference of the Global Business & Technology Association (GBATA), 10-14 July, New York, NY.
- Roberts-Lombard, M. (2013). 2013 Annual Conference of the Emerging Markets Conference Board, 17-20 June, Port Elizabeth.
- Roberts-Lombard, M. (2013). 11th International South African Association of Family Ecology and Consumer Science (SAAFECES) Conference, 27 February – 1March, Pretoria.
- Roberts-Lombard, M. (2013). World Academy of Researchers, Educators and Scholars in Business, Social Sciences, Humanities and Education, 22-25 July, Cape Town.
- Roberts-Lombard, M. (2013). Fifteenth Annual International Conference of the Global Business & Technology Association (GBATA), 2-6 July, Helsinki.
- Roberts-Lombard, M. (2014). Sixteenth Annual International Conference of the Global Business & Technology Association (GBATA), 8-12 July, Baku.
- Roberts-Lombard, M. (2015). Seventeenth Annual International Conference of the Global Business & Technology Association (GBATA), 7-11 July, Peniche/Lisbon.
- Roberts-Lombard, M. (2016). Eighteenth Annual International Conference of the Global Business & Technology Association (GBATA), 17-20 October, Dubai.
- Roberts-Lombard, M. (2017). Nineteenth Annual International Conference of the Global Business & Technology Association (GBATA), 11-15 July, Vienna.

## INTERNATIONAL CONFERENCE TRACK CHAIR

- Roberts-Lombard, M. (2014). Sixteenth Annual International Conference of the Global Business & Technology Conference (GBATA), 8-12 July, Baku.
- Roberts-Lombard, M. (2014). World Business and Social Science Research Conference (World Business Institute), 14-16 April, Paris.
- Roberts-Lombard, M. (2014). Annual Paris Business and Social Science Research Conference (World Business Institute), 7-8 August, Paris.
- Roberts-Lombard, M. (2015). Seventeenth Annual International Conference of the Global Business & Technology Association (GBATA), 7-11 July, Peniche/Lisbon.
- Roberts-Lombard, M. (2016). Eighteenth Annual International Conference of the Global Business & Technology Association (GBATA), 17-20 October, Dubai.
- Roberts-Lombard, M. (2017). Nineteenth Annual International Conference of the Global Business & Technology Association (GBATA), 11-15 July, Vienna.

## SOUTH AFRICAN CONFERENCE TRACK CHAIR

- Roberts-Lombard, M. (2009). Second International Faculty of Management, University of Johannesburg Conference (FMUJ), 11-13 March, Johannesburg.
- Roberts-Lombard, M. (2009). 21st Annual Conference of the Southern African Institute for Management Scientists (SAIMS), 14-16 September, Port Elizabeth.
- Roberts-Lombard, M. (2010). Third International Faculty of Management, University of Johannesburg Conference (FMUJ), 12-14 May, Johannesburg.
- Roberts-Lombard, M. (2010). 22nd Annual Conference of the Southern African Institute for Management Scientists (SAIMS), 12-15 September, Grahamstown.
- Roberts-Lombard, M. (2011). Fourth International Faculty of Management, University of Johannesburg Conference (FMUJ), 29-31 May, Johannesburg.
- Roberts-Lombard, M. (2013). 25th Annual Conference of the Southern African Institute for Management Scientists (SAIMS), 15-17 September, Potchefstroom.
- Roberts-Lombard, M. (2007-2021). International Business Conferences, 18-22 September (annually), South Africa, Mauritius, Tanzania, Kenya, Namibia, Botswana, online.



## INTERNATIONAL BEST RESEARCH PAPER AWARDS & NOMINATIONS

- **AWARD:** Du Plessis, L. & Roberts-Lombard, M. (2011). *A CRM model proposition – Does it add value to the financial services industry?* Paper presented at the Thirteenth Annual International Conference of the Global Business and Technology Association: Istanbul.
- **AWARD:** Dube, B. & Roberts-Lombard, M. (2014). *A guiding framework for streamlining the choice of method and planning in focus group research in South Africa.* Paper presented at the 25th International Business Research Conference: Cape Town.
- **AWARD:** Smit, C., Roberts-Lombard, M. & Mpinganjira, M. (2018). *Generational cohort differences in technology readiness (tri 2.0) and mobile self-service technology adoption in the airline industry – an emerging market perspective.* Paper presented at the Academy of World Business, Marketing and Management Development 2018 Conference: Athens.
- **AWARD:** Issock Issock, P.B., Mpinganjira, M. & Roberts-Lombard, M. (2019). *Normative influence and effectiveness of recycling policy on household waste separation.* Paper presented at the 6th World Social Marketing Conference: Edinburgh.
- **AWARD:** Sivotwa, D, Jayeoba, O. & Roberts-Lombard, M. (2019). *Predicting entrepreneurial intentions from entrepreneurial self-efficacy and entrepreneurs' personal characteristics: A Botswana perspective.* Paper presented at the International Conference on Business and Management Dynamics (ICBMD-2019): Swakopmund.
- **NOMINATION:** Best paper award nominee at the 2007 and 2008 IBC in Mauritius and South Africa respectively.

## INTERNATIONAL BEST RESEARCH PAPER REVIEWER AWARD

- Roberts-Lombard, M. (2014). Sixteenth Annual International Conference of the Global Business & Technology Conference (GBATA), 8-12 July, Baku.

## UNIVERSITY OF JOHANNESBURG RESEARCH PAPER AWARDS & NOMINATIONS

- **NOMINATION:** 2010-2018 – Faculty of Management/College of Business & Economics (CBE) – Established Researcher of the Year (top 10 listing in the CBE)
- **AWARD:** 2019 – CBE – Established Researcher of the Year for the College of Business and Economics (runner-up)
- **AWARD:** 2019 – School of Consumer Intelligence & Information Systems – Exceptional Academic Achiever Award (research, teaching & learning, supervision, programme management)
- **AWARD:** 2020 – School of Consumer Intelligence & Information Systems – Established Researcher of

the Year Award

- **AWARD:** 2020 – School of Consumer Intelligence & Information Systems – Excellence in PhD Supervision Award
- **AWARD:** 2021 – School of Consumer Intelligence & Information Systems – Top Researcher of the Year Award
- **AWARD:** 2021 – School of Consumer Intelligence & Information Systems – Established Researcher of the Year Award

## PUBLIC PRESENTATIONS AT BUSINESS CONFERENCES

### SOUTH AFRICA

- Roberts-Lombard, M. (2012). *The benefits of relationship marketing*. Customer Acquisition and Retention Conference. 26-29 August, Indaba Hotel: Fourways, Johannesburg.
- Roberts-Lombard, M. (2013). *Customer service*. The foundation of loyalty programmes. 20-21 February, Indaba Hotel: Fourways, Johannesburg.
- Roberts-Lombard, M. (2013). *The benefits of loyalty programmes in South Africa*. The foundation of loyalty programmes. 20-21 February, Indaba Hotel, Fourways, Johannesburg.

### ZIMBABWE

- Roberts-Lombard, M. (2013). Customer service. Customer loyalty programmes. 12 June, Crowne Plaza Hotel, Harare.

### BOTSWANA

- Roberts-Lombard, M. (2019). The Botho University International Research Conference in Botswana [Key note speaker]. August, Gaborone.

## SUPERVISION LEADERSHIP

### HONOURS PROJECTS (COMPLETED) (2004-2018)

A total of 27 BCom (Honours) research dissertations in the fields of Management Strategy/Marketing Management/Entrepreneurship.

### MASTER'S DEGREE – MINOR DISSERTATIONS (COMPLETED)

### SUPERVISOR

- Madiba, G. (2009). *The influence of the elements of the extended marketing mix on consumers'*

*intention to purchase at a fast-food retail chain in Johannesburg* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.

- Du Plessis, L. (2010). *Customer relationship management and its influence on customer loyalty at Liberty Life in South Africa* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg. [Cum laude]
- Van Vuuren, T. (2011). *Customer loyalty in an optometric practice – A case study perspective* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Shuping, T. (2013). *Customer experience within a process-centred approach at the Industrial Development Corporation* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Kokou, P. (2014). *Service quality at a military hospital* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Zayed, N. (2014). *Customer experiences of online BBA students at Milpark Business School* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- De Broize, S. (2015). *Factors affecting female Generation Y consumer's selection of a bank* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Ladzani, P. (2016). *The perceived influence of the internal marketing element "people" in internal customer satisfaction* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Smit, E. (2016). *An investigation of parents' knowledge and use of child restraints in the Gauteng province* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Jackson, W. (2016). *Factors influencing business to business relationship commitment within the road transport industry* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Francis, T.K. (2017). *The utilisation of Facebook as a marketing communication tool within university faculties* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Hlefana, M.S. (2018). *Factors influencing business-to-business loyalty at a mobile services provider* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Chittia, D.N. (2018). *The perceived perceptions of marketing professionals towards digital content marketing best practices in the security industry* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.
- Matlala, K. (2019). *Factors influencing the relationship trust of black Generation Y banking customers in South Africa* (Unpublished master's minor dissertation). Johannesburg: University of Johannesburg.

## FULL MASTER'S DEGREES (COMPLETED)

### SUPERVISOR

- Chiliya, N. (2006). *An assessment of the impact on profitability by the marketing strategies employed by the black grocery shop owners in the Mdantsane area of South Africa* (Unpublished master's dissertation). Alice: University of Fort Hare.
- Fatoki, O.O. (2006). *An investigation into the impact of debt on the profitability of small manufacturing firms in the Buffalo City Municipality* (Unpublished master's dissertation). Alice: University of Fort Hare.
- Gambisa, P. (2007). *An investigation into the viability of establishing a Small and Medium Enterprise Centre in the township of Mdantsane in East London* (Unpublished master's dissertation). Alice: University of Fort Hare.
- Zindiye, S. (2008). *An empirical investigation into the factors affecting the performance of small and medium enterprises in the manufacturing sector of Harare, Zimbabwe* (Unpublished master's dissertation). Alice: University of Fort Hare.
- Nyadzayo, N.W. (2010). *The mediating role of customer relationship management on customer retention at selected motor vehicle dealerships in the Buffalo City Municipality (BCM)* (Unpublished master's dissertation). Alice: University of Fort Hare.
- Burin, C.N. (2010). *The perceived influence of the elements of internal marketing on the brand image of staffing agencies in South Africa* (Unpublished master's dissertation). Johannesburg: University of Johannesburg. [Cum laude]
- Reynolds-De Bruin, L. (2013). *The influence of internal marketing on internal customer satisfaction within retail banking* (Unpublished master's dissertation). Johannesburg: University of Johannesburg. [Cum laude]
- Shanhuyenzva, R.M. (2014). *Factors influencing Generation Y's adoption of social media word-of-mouth communication* (Unpublished master's dissertation). Johannesburg: University of Johannesburg. [Cum laude]
- Phukuile, E. (2015). *Customer value creation in the South African mobile telecommunications industry* (Unpublished master's dissertation). Johannesburg: University of Johannesburg.
- Smit, C. (2017). *Technology readiness and mobile self-service technology adoption in the airline industry* (Unpublished master's dissertation). Johannesburg: University of Johannesburg. [Cum laude]
- Ledikwe, A.B. (2018). *The perceived influence of relationship quality dimensions on brand performance in the apparel industry of Botswana* (Unpublished master's dissertation). Johannesburg: University of Johannesburg. [Cum laude]

- Van Niekerk, K. (2020). *Factors that influence the adoption of mCommerce applications for purchasing athletic fashion apparel* (Unpublished master's dissertation). Johannesburg: University of Johannesburg. [Cum laude]
- Correia, M. (2021). *Generation Y behavioural intention when purchasing male apparel: The influence of mobile application usage* (Unpublished master's dissertation). Johannesburg: University of Johannesburg. [Cum laude]
- Mntande, K.A. (2021). *Deconstructing the building of customer loyalty in the mobile prepaid market*. Graduation in March 2022.
- Santana, C. (2022). *The influence of social media marketing on millennial female purchase intention through Instagram as a social media platform*.
- Bingwa, S. (2023). *Exploring the factors that influence Generation Y e- satisfaction and loyalty towards online footwear apparel purchases*.

#### FULL MASTER'S DISSERTATIONS (IN PROGRESS)

- Steinhobel, E. *The influence of brand knowledge, brand relationships and current and future consumption of non-alcoholic beer in South Africa*.
- Mbeya, S. *Deconstructing e-loyalty in an online grocery shopping environment*.
- Matthews, K. *Consumer attitude and purchase intention towards food private label brands*
- Mungwe, N. *Customer intention and usage behaviour towards chatbots within the South African banking industry*.
- Lalloo, R. *Exploring the influence of selected precursors to e-trust on the intention to purchase athleisure apparel*.
- Kennedy, V. *Factors influencing young adults' brand preference towards medical schemes*.

#### DOCTORAL DEGREE (PHD) THESIS (COMPLETED)

- Conradie, E. (2012). *The effect of internal marketing elements on the brand awareness of car rental customers in South Africa* (Unpublished doctoral thesis). Johannesburg: University of Johannesburg.
- Dube, B. (2012). *A framework for the use of focus groups in marketing research in South Africa* (Unpublished doctoral thesis). Johannesburg: University of Johannesburg.
- Immelman, R. (2014). *Investigating patronage motives of parents when selecting independent schools in Gauteng* (Unpublished doctoral thesis). Johannesburg: University of Johannesburg.
- Viljoen, K. (2014). *An analysis of the effect of disintermediation on South African Travel Agencies: A marketing perspective* (Unpublished doctoral thesis). Johannesburg: University of Johannesburg.

- Shamyhuyenzva, R. (2017). *Determinants of consumer attitudes towards the use of traditional medicine: A South African perspective* (Unpublished doctoral thesis). Johannesburg: University of Johannesburg.
- De Bruin, L. (2019). *Internal marketing and the delivery of service quality and customer satisfaction in the Omani banking industry* (Unpublished doctoral thesis). Johannesburg: University of Johannesburg.
- Saker, E. (2020). *Economic and socio-psychological factors influencing make condom brand perception, choice and loyalty among KwaZulu-Natal and Gauteng Generation Y* (Unpublished doctoral dissertation). Johannesburg: University of Johannesburg.
- Van Niekerk, B. (2022). *The influence of store atmosphere on urban bottom of the pyramid consumers' behavioural intentions*.

#### DOCTORAL SUPERVISION (IN PROGRESS)

- Storey, K. *A conceptual model for improving employee satisfaction and turnover intention through internal marketing: A long term insurance industry perspective*.
- Ledikwe, A.B. *Drivers influencing the omni-channel adoption amongst generation x and generation y consumers within the retail banking industry of South Africa*.

#### EXTERNAL EXAMINER: PHD & MASTER'S DEGREE

#### MASTER'S DEGREE CANDIDATES

CANDIDATE	TOPIC/TITLE
<b>2009</b>	
S.A. de Vos	<i>A developmental model for cooperatives in South Africa</i>
<b>2010</b>	
W.T.N. Kassangove	<i>Internet usage patterns amongst university students in Tswane</i>
C.M. Ferreira	<i>Entrepreneurship-in-network adaption and fixation of Pretoria dental laboratory</i>
N.I. Mosiane	<i>Job-design as a factor in employee morale at a university</i>
<b>2011</b>	
J. Song	<i>Perceptions of Chinese students on the quality of academic programmes and services offered at Nelson Mandela Metropolitan University</i>

R. Abrahams	<i>Evaluation of spending patterns of foreign tourists in the Cape Town Metropolitan</i>
Z. Chummun	<i>Investigating the marketing of micro insurance products in South Africa</i>
<b>2012</b>	
R.A. Chihombori	<i>The mediating role of mobile technology in the linkage between customer satisfaction and customer loyalty</i>
M.N. Morapane	<i>Functionally illiterate consumers' food purchase behaviour in Botswana</i>
A.C.E. Bondima	<i>The application of psychological property theory approaches for entrepreneurial development</i>
P. Hove	<i>The impact of technological marketing on Porter's competitive forces model and SMEs' performance</i>
C. Tendai	<i>The impact of entrepreneurship education on the performance of small, micro and medium enterprises in the Buffalo City Metropolitan Municipality</i>
<b>2013</b>	
A. Portgieter	<i>The influence of motivational factors on corporate performance and customer satisfaction</i>
K. Galloway	<i>Selected marketing communication methods influencing young adults' perceptions and buying perceptions of healthy foods in South Africa</i>
L.L. Motuba	<i>Challenges facing the supply chain management system of Dr Ruth Mompati District Municipality</i>
<b>2014</b>	
N. Makuva	<i>The impact of the adoption of corporate social responsibility on SME performance in the Buffalo City Municipality</i>
M.M. Mnguni	<i>Service quality at Victor Khanye Municipality</i>
<b>2015</b>	
G.E. Padi	<i>Factors influencing the adoption of fashion clothing among Generation Y in Ga-Rankuwa</i>

F. Khan	<i>An investigation into the effects of social media on student buying behaviour – A case study at the University of Kwazulu-Natal</i>
E. Ndlovu	<i>Investigating the impact of social media on the buying behaviour of Thekwini College students</i>
E. Prinsloo	<i>South African male consumers' involvement in their clothing purchases</i>
<b>2016</b>	
A.M. Ncube	<i>Branding in small and medium enterprises in KwaZulu-Natal as a means of ensuring business survival</i>
D.A. Ewere	<i>The effect of perceived service quality on client satisfaction in the retail banking sector in Buffalo City, Eastern Cape, South Africa</i>
T.C. Reddy	<i>Egoistic, altruistic and biospheric concerns and environmental behaviour of young adults</i>
D.Y. Demba	<i>The influence of user-generated content on brand trust and purchase intention: A South African perspective</i>
S. Dlamini	<i>The mediating influence of loyalty programmes on repeat purchase behaviour in the retail sector</i>
J.H. Jordaan	<i>A marketing framework to enhance healthcare professionals' prescription for specialised infant formula</i>
<b>2017</b>	
S.M. Axcell	<i>Exploring the attitudes and behaviour of Generation Z students towards branded mobile applications in South Africa</i>
B.K. Gavaza	<i>The influence of social media service quality and client loyalty in the South African banking industry</i>
<b>2018</b>	
S. Borisenko (Portugal)	<i>Tourists' willingness to pay for green hotel practices</i>
R.H. Goldberg	<i>A strategy for measuring the place marketing performance of business improvement districts in South Africa</i>
M. Kgwadi	<i>Repairing customer trust in the fast moving consumer goods sector</i>
<b>2019</b>	



C. Majinda	<i>Predicting intention and use of social media marketing using the unified theory of acceptance and usage of technology</i>
G. Phape	<i>Dealing with trust and uncertainty avoidance in online transactions: The case of consumers in Botswana</i>
L. Morolong	<i>The survival of street vending amidst growing competition from organized retailing in urban areas of Botswana</i>
C.J. de Wee	<i>Investigating the brand perception of a South African university ensuing a corporate re-branding strategy</i>
2020	
C. Maqalika	<i>Brand equity and sponsorship integration within professional soccer teams in KZN</i>
L. Simbanyina	<i>The influence of advertising in the fashion industry on consumer behaviour of millennials in Gauteng</i>
M.S. van Heerden	<i>A content analysis of user-generated content of the seven original equipment manufacturer brands in South Africa</i>
C. Motswaborwa	<i>Predicting intention and actual use of mobile money using the technology acceptance model: The case of University of Botswana students</i>
V.C.O. Aigbe	<i>Understanding the factors influencing green purchase intention</i>
2021	
Rebaone Letsile Modisawatsone	<i>Impact of smart devices on SME's sales in Botswana</i>
Motiki Francis Beleme	<i>Investigating the effect of implementing effective management control system: the case study of the pharmaceutical industry in Lesotho</i>
Gaone Tshabela	<i>Investigating the effects of Covid-19 corona virus in Botswana: A case of Kgalagadi Breweries Limited</i>
2022	
Khumile Otukile	<i>A comparative study of digital banking platforms in German and Botswana commercial banks</i>
Neo Moremi	<i>An Assessment of Sales Agents' Readiness in the Implementation of Digital Distribution – A case study of Life Insurance Company in Botswana</i>

Oteng Moatshe	<i>An Evaluation of Customer Satisfaction with Electronic Banking in Gaborone</i>
Mahlako Mathabatha	<i>The influence of social media marketing on consumers' buying behaviour in the mobile telecommunication industry</i>
Gerald G. Pachawo	<i>An investigation into customer retention strategies: A case of community pharmacies in Windhoek</i>
AL Mahlatsi	<i>Barriers facing women operating in the informal economy at Phiri/Mapetla intersection in Soweto</i>
2023	
Baleseng Bobo Majabane	<i>Investigating the impact of employee engagement on organizational performance. A case of Majonah Transport (Pty) Ltd, Botswana</i>

#### DOCTORAL DEGREE CANDIDATES

CANDIDATE	TOPIC/TITLE
2011	
C. Rootman	<i>An international comparative study on the relationship marketing and customer retention of retail banks: Lessons for South Africa</i>
L. Alsemgeest	<i>Customers' perceptions of business units within an agricultural business in South Africa</i>
M.T. Smit	<i>The importance of internal image in the total corporate image formation process, with specific reference to Bonitas</i>
2012	
J.K. Muleti	<i>Strategic implications for e-business implementation in Kenyan firms</i>
W. Hensens	<i>Hotel rating through guest feedback (Volume 1)</i>
E.J. Hallam	<i>An evaluation of product quality and consumer satisfaction in the FMCG market: Pick 'n Pay Hypermarket, Port Elizabeth</i>
H.I. Duh	<i>Money attitudes and materialism among Generation Y South Africans: A life course study</i>

D. Oodith	<i>The effectiveness of the call centre in managing customers and their needs</i>
A.M. Burhan	<i>Marketers' perceptions of negotiation behaviour in a global firm</i>
2013	
J.K. Kondi	<i>The utilisation of change management in non-profit organisations: A business necessity</i>
N.B. Chinje	<i>Customer relationship management (CRM) implementation within the banking and mobile telephony sectors of Nigeria and South Africa</i>
I.J. McLaren	<i>The interface between financial management and marketing management in South African businesses</i>
J. Hanekom	<i>A conceptual integrated theoretical model for online consumer behaviour</i>
2014	
D. Vallabh	<i>Customer relationship management in small to medium tourism enterprises (SMTEs) in the Eastern Cape province</i>
C. Makanyeza	<i>Consumer awareness, ethnocentrism, attitude and purchase behaviour toward imported poultry products: A Zimbabwean perspective</i>
2016	
O. Tefera	<i>The relationship amongst hotel ratings, service quality, customer satisfaction and loyalty in the Ethiopian hotel industry</i>
P. Steenkamp	<i>Towards a client-based brand equity framework for selected business-to-business services</i>
2017	
M.B. Callaghan	<i>The development of a quantitative measure of codes of ethics</i>
K.M. Corbishley	<i>Retail loyalty programmes: Relationship quality and customer loyalty between the card-holder and the retailer in South Africa</i>
L.A. Best	<i>A framework to incorporate sustainability into South African consumer protection policy</i>
2018	

X.L. Antoni	<i>The role of family structure and financial socialisation in influencing students' financial capabilities</i>
M. Humbani	<i>Consumers' adoption and continuance intention to use mobile payment services</i>
2019	
EO Olutade	<i>Social media as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods: a comparative study</i>
JH van Schalkwyk	<i>Factors influencing effective relationship marketing by smartphone brands through social media amongst Generation Y students</i>
L Diedericks	<i>The role of personal values in Millennial men's perception of clothing store image and store choices</i>
S Zulu	<i>The predictors and mediators of brand loyalty in the South African Bottom of Pyramid: A comparative analysis</i>
R Pamacheche	<i>Predictors and behavioural outcome of personal loyalty dimensions in Johannesburg haircare service providers</i>
ES Wessels	<i>Developing a conceptual integrated online visual merchandising framework for apparel e-tailers: a South African consumers' perspective</i>
2020	
HJ Smeer	<i>Opportunities for growth in the Namibian automotive industry</i>
2021	
J Prakash	<i>Motivations, Experience and Satisfaction of Teenage Visitors in Museums and Science Centres: An Insider-Outsider Perspective</i>
2022	
HJ Smeer	<i>Opportunities for growth in the Namibian automotive industry</i>
2023	
G Berman	<i>Desired sensory branding strategies in-store versus online: the skincare industry</i>

## ROLE AS EXTERNAL MODERATOR AND EXAMINER FOR SOUTH AFRICAN AND INTERNATIONAL UNIVERSITIES

### INTERNATIONAL

#### DOCTORAL DEGREES EXAMINED

- Deakin University (Australia)
- Oklahoma State University (United States)

#### MASTER'S DEGREES EXAMINED

- Politécnico de Leiria (Portugal)
- University of Botswana (Botswana)
- Brunel University London (United Kingdom)
- Midlands State University (Zimbabwe)

### SOUTH AFRICA

#### DOCTORAL DEGREES EXAMINED

- Nelson Mandela University (Port Elizabeth)
- North-West University (Potchefstroom, Mafikeng, Vaal Driehoek)
- Stellenbosch University (Bellville)
- University of Pretoria (Pretoria)
- Deakin University (Australia)
- Open University of Mauritius (Mauritius)
- University of KwaZulu-Natal (Durban)
- University of the Witwatersrand (Johannesburg)
- University of South Africa (UNISA)
- Durban University of Technology (Durban)

#### MASTER'S DEGREES EXAMINED

- University of the Free State (Bloemfontein)
- North-West University (Potchefstroom, Vaal Driehoek)
- University of Fort Hare (East London, Alice)
- University of KwaZulu-Natal (Durban)
- University of the Witwatersrand (Johannesburg)
- Namibia Business School (Namibia)
- Botho University (Botswana)
- Cape Peninsula University of Technology (Cape Town)
- University of South Africa (UNISA)
- Gordon Institute of Business Science (GIBS)
- Milpark Business School
- Durban University of Technology (Durban)

## ACTED AS EXTERNAL EXAMINER AND MODERATOR FOR BUSINESS MANAGEMENT AND MARKETING COURSES AT THE FOLLOWING INSTITUTIONS:

- North-West University (undergraduate and honours)
- University of Pretoria (honours)
- IMM Graduate School of Management (honours)
- Gordon Institute of Business Science (GIBS) (MBA modules)

## EXTERNAL PANEL REVIEWS

### 2014

- Member of the EXTERNAL PANEL REVIEW for the BCom degree programme in Marketing Management at North-West University (Mafikeng campus).

### 2014-2017

- Member of the EXTERNAL PANEL REVIEW for the master's and doctoral proposals in the Faculty of Business and Economic Sciences at Nelson Mandela University.

### 2015/2019

- External promotion panel member for the University of Ghana Business School (Ghana) and the Makerere University Business School (Uganda).

### 2018

- External panel member for the National Diploma in Marketing Management, Department of Marketing Management, Nelson Mandela University (Port Elizabeth).
- External panel member for the MBA dissertation evaluation and standardisation for the Stellenbosch University Business School (Belville).

### 2019

- External promotion to FULL PROFESSOR panel member for the North-West University.

### 2019/2020 (FEBRUARY 2020)

- External promotion to FULL PROFESSOR panel member for the University of KwaZulu-Natal.
- Member of the Industry Advisory Board of the Department of Marketing, Logistics and Supply Chain Management at the Tshwane University of Technology.
- External panel member for the MBA dissertation evaluation and standardisation for the Stellenbosch University Business School (Bellville) (hosted between 10-11 December 2020).

## ESTABLISHMENT AND MANAGEMENT OF MEMORANDUM OF UNDERSTANDING

Initiated and finalised the management of the memorandum of understanding of the following Institutions:

- Nuremberg University, Germany
- Namibia University of Science and Technology, Windhoek
- Politécnico de Leiria, Portugal
- Botho University, Botswana
- Saint Petersburg State University of Economics, Russia
- Australia Institute of Higher Education, Australia

## CONSULTING SERVICES

Strategic marketing plans were developed between 2007-2009 for three organisations in Johannesburg to assist with their strategic market planning. The marketing plans were developed in conjunction with the BCom (Honours) students in Marketing Management at the University of Johannesburg and the guided objectives as communicated by the marketing manager of the respective organisation. The marketing executive committee of each of the three organisations was provided with a hard copy of the marketing plan after a PowerPoint presentation was delivered to the committee. The marketing plan is part of an initiative to build stronger relationships with the marketing industry in Gauteng. The three companies were:

- Kulula.Com Airways (2007)
- Abraham Kriel Child Care (2008-2011)
- Colgate-Palmolive (South Africa) (2009)

The marketing executive team of all three organisations above considered the recommendations made in the strategic plans for potential implementation into their overall marketing strategy for the year to follow.

## COMMUNITY SERVICE

- Founder member of the South African Relationship Management Forum from 2006-2010. The other two EXCO members of the Forum were Prof. Madéle Tait and Prof. Chantal Rootman from the Department of Business Management at the Nelson Mandela University in Port Elizabeth (at the time of establishment, these academics were in the Department of Business Management).
- Member of the Marketing Committee of the Abraham Kriel Children's Home. Developed a strategic marketing plan (with the assistance of the BCom (Honours) students in Marketing) for the Abraham Kriel Children's Home since 2010.

## INVOLVEMENT AS A REVIEWER

### JOURNALS

- *European Business Review*
- *Leadership & Organization Development Journal*
- *Journal of Services Marketing*
- *International Journal of Bank Marketing*
- *Journal of Consumer Behaviour*
- *African Journal of Business Ethics*
- *Journal of African Business*
- *South African Journal of Economics and Management Sciences (SAJEMS)*
- *Acta Commercii*
- *Commercium*
- *Southern African Business Review*
- *South African Journal of Business Management*

### CONFERENCES

- European Management Academy (EURAM)
- European Management Academy (EMAC)
- American Marketing Society (AMS)
- South African Institute for Management Scientists (SAIMS) conference
- International Business Conference (IBC)

### SPECIFIC SKILLS ACQUIRED

- Leadership and people facilitation
- Multi-cultural teaching didactics and pedagogics
- Programme facilitation
- Group teaching facilitation (all adult groups)
- Team work integration
- Research proposal writing
- Research methodology application
- Article writing
- Curriculum development



- Supervision and mentoring
- Data analysis (SPSS/SEM)

## INAUGURAL LECTURE (UNIVERSITY OF JOHANNESBURG)

- Roberts-Lombard, M. (2014). *A theoretical conceptualisation of trust & commitment as two pillar antecedents for Customer Relationship Management (CRM)*. University of Johannesburg.

## REFERENCES

PROF. DANIE PETZER

PROFESSOR & HEAD OF RESEARCH                      HENLEY BUSINESS SCHOOL (RSA CAMPUS)

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PROF. GÖRAN SVENSSON

RESEARCH PROFESSOR                                      KRISTIANIA UNIVERSITY COLLEGE, NORWAY

**M:** +34 (698) 136 268 | **M:** +46 (70) 522 88 05 | **E:** [gosv61@gmail.com](mailto:gosv61@gmail.com)

PROF. ILSE STRUWEG

ASSOCIATE PROFESSOR                                      UNIVERSITY OF JOHANNESBURG

**W:** +27 (0)11 559 4021 | **M:** +27 (0) 83 388 2187 | **E:** [istruweg@uj.ac.za](mailto:istruweg@uj.ac.za)

PROF. OLUMIDE JAYEOBA

PROFESSOR OF BUSINESS STUDIES                      BOTHO UNIVERSITY, BOTSWANA

**M:** +26 (0) 73 055 167 | **E:** [olumide.jaiyeoba@bothouniversity.ac.bw](mailto:olumide.jaiyeoba@bothouniversity.ac.bw) | [olujaiyeoba@gmail.com](mailto:olujaiyeoba@gmail.com)

PROF. MIEMIE STRUWIG

PROFESSOR    NMMU, PORT ELIZABETH

**W:** +27 (0) 41 504 2475 | **H:** +27 (0) 41 360 6830 | **M:** +27 (0) 82 202 2394

**E:** [Miemie.Struwig@nmmu.ac.za](mailto:Miemie.Struwig@nmmu.ac.za)

**THANK YOU**