

UJ MARKETING





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DEPARTMENT OF MARKETING MANAGEMENT

PROFILE OF M & D SUPERVISORS




Prof M Mpinganjira	Prof Mercy Mpinganjira is the Director of the School of Consumer Intelligence and Information Systems. She holds a PhD (Management), and an MBA from the University of Newcastle, Australia. She also has a BSc (<i>distinction</i>) from the University of Malawi. Her research interests are in Consumer Behaviour and Digital Marketing. She has published over 40 articles in international Scopus Indexed journals and many other accredited national and international journals. She has presented her work at top international conferences in Marketing including the AMS and ANZMAC. She is an experienced supervisor of Masters' and Doctoral candidates as well as Post-Doctoral Fellow	
Prof M Wait	Marius Wait is an Associate Professor and the Head of the Marketing Department at the University of Johannesburg (UJ). He has been an academic for the past 20 years and has published many articles relating to marketing. Prof Wait has also supervised a number of M and D students. He is one of the few higher degree supervisors who specialises in qualitative research methodologies. Prof Wait has won 2 very prestigious awards namely the Vice Chancellors award for the most innovative project in UJ and a Service Excellence Award from industry on his work on Sales Education.	



Prof M Roberts-Lombard	<p>Mornay Roberts-Lombard is a Professor in the Department of Marketing Management at the University of Johannesburg in South Africa. His areas of specialisation are relationship marketing and customer relationship management (CRM). He has published numerous articles in both international and South African journals and has supervised more than 25 Masters and Doctoral students in his academic career. He is also part of an active international and South African research network and has also been invited to speak at different marketing platforms in Southern Africa.</p>	
Prof D Maduku	<p>Daniel K. Maduku (Ph.D.) is an Associate Professor and Deputy HoD (Research and Postgraduate Studies) in the Department of Marketing Management. His research interest span across digital marketing with particular focus on mobile commerce, social media marketing and the use of social analytics to provide real-time analysis of key consumer metrics to improve marketing decision-making particularly among SMEs. Prof Maduku's research has been published in notable journals including the Journal of Business Research, International Journal of Information Management, International Journal of Advertising, Computers in Human Behavior, Journal of Organisational Computing and Electronic Commerce, Cyberpsychology, Behavior, and Social Networking, and the International Journal of Nonprofit and Voluntary Sector Marketing.</p>	
Dr BE Stiehler-Mulder	<p>Dr Stiehler-Mulder is a Senior Lecturer, the Marketing Coordinator in the Department of Marketing Management and the W&R Seta Leadership Chair: Gauteng. She has over 15 years' experience in the Marketing industry and academia. She holds a PhD (Industrial Economics and Management) from the Royal Institute of Technology in Sweden. Dr Stiehler-Mulder has a strong background of research and publications in South African and International Journals and Conference proceedings. She has published broadly in Marketing, Branding, Retail and Consumer subjects. Dr Stiehler-Mulder is also a main jury member for the Financial Mail AdFocus awards and she is Certified Digital Marketer.</p>	





Dr I Lubbe	<p>Dr Isolde Lubbe is a Senior Lecturer at the Department of Marketing Management at the University of Johannesburg. She has twelve years' experience in research, teaching and training. Before joining UJ, she lived and worked for seven years in London (UK) where she worked at KPMG's and Mazars' London offices. She left Mazars as their Head, UK Marketing Communications to return to South Africa to join Standard Bank's marketing team. She holds a PhD (Marketing Management) from the University of Johannesburg and completed her Professional Digital Marketing Certification through Red and Yellow in 2021 Cum Laude. She has supervised 4 Masters students to completion.</p>	
Prof I Struweg	<p>Prof Ilse Struweg has been involved in postgraduate research supervision since 2005, although partially during her seven-year tenure in academic management. She holds a certificate in Research Coaching and Mentoring and views the role of a higher degree by research student supervisor as a facilitative process that challenges the complex interaction of knowledge, the student, and the research product. Prof Struweg has supervised 13 Masters and one PhD study to completion. She completed her research supervision training at Monash University, Australia.</p>	
Prof C De Meyer-Heydenrych	<p>Christine De Meyer-Heydenrych is an Associate Professor in Marketing at the School of Consumer Intelligence and Information Systems at the University of Johannesburg. With 17 years of experience in Academia, she specialises in Services Marketing and Retailing. She has published 23 articles including the prestigious Journal of Services Marketing and International Journal of Retail and Distribution Management. To date, she has 412 citations and a Google h-index of 12. She is also participating in international collaborative research projects on service design. She has supervised 21 Masters and two PhD students to completion.</p>	

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