

Curriculum Vitae

1. Personal Information

Title, name and surname:	Prof Christo A. Bisschoff
Employer:	Potchefstroom Business School, North-West University (Potchefstroom campus)
Address:	Potchefstroom Business School, North-West University, Private bag X6001, Potchefstroom, 2520.
Gender:	Male
Date of birth:	3 August 1961
Marital status:	Married to Antoinette 2 Sons: Wilhelm (21) & Christo (23)

2. General information

Professional registrations:	Member of the SA Institute of Management Scientists Member of International Farm Management Association Member of Academy of Business Administration
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3. Qualifications

Qualification type:	Doctor Commercii
Field of study:	Business Management: Marketing
Institution:	University of South Africa
Year obtained:	1992

Qualification type:	Magister Commercii
Field of study:	Business Management: Marketing & Agricultural Management
Institution:	University of South Africa
Year obtained:	1989

Qualification type:	Baccelauius Commercii (Honours)
Field of study:	Business Management: Marketing & Agricultural Management
Institution:	University of South Africa
Year obtained:	1988

Qualification type:	Baccelauius Commercii
Field of study:	Business Management
Institution:	University of Port Elizabeth
Year obtained:	1986

4. Commercialisation of expertise

<p>Consults and advises businesses of various sizes on the following fields of management:</p> <ul style="list-style-type: none"> • Marketing management • Agricultural research • Strategic management • Business management

5. Publications

International publications:	<ol style="list-style-type: none">1. Fields, Z. & Bisschoff, C.A. 2014. Developing and Assessing a Tool to Measure the Creativity of University Students. <i>Journal of Social Sciences</i>, 38(1):23-31.2. Moolla, A.I. & Bisschoff, C.A. 2013. An empirical model to measure brand loyalty of Fast-moving Consumer Goods. <i>Journal of Economics</i>, 4(1):1-9.3. Chummun, Z. & Bisschoff, C.A. 2013. Measuring business success of Microinsurance in South Africa. <i>Journal of Social Sciences</i>, 35(2):71-79.4. Fields, Z. & Bisschoff, C.A. 2013. A Theoretical Model to Measure Creativity at a University. <i>Journal of Social Sciences</i>, 34(1):47-59.5. Fields, Z. & Bisschoff, C.A. 2013. A Model to Measure Creativity in Young Adults. <i>Journal of Social Sciences</i>, 37(1):55-67.6. Bisschoff, C.A., Botha, C.J. & Naidoo, K. 2013. Causes of stress in public schools and its impact on work performance of educators. <i>Journal of Social Sciences</i>, 34(2):177-190.7. Bisschoff, C.A., Van Staaden, H. & Buys, A. 2013. The effectiveness of dual branding in the agricultural sector. <i>Managing Global Transitions</i>, 11(1):79-1108. Bisschoff, C.A., Botha, C.J. Naidoo, K. & Du Plessies, A. 2012. Management and leadership factors in South African schools. <i>Asia Pacific Journal of Business and Management</i>, 3(2):50-66.9. Bisschoff, C.A. & Breedts, T.F. 2012. The need for disabled friendly accommodation in South Africa. <i>African Journal of Business management</i>, 6(41):10534-1054110. Rasool, F., Botha, C.J. & Bisschoff, C.A. 2012. The effectiveness of South Africa's immigration policy for addressing skills shortages. <i>Managing Global Transitions</i> 10(4):399-419.11. Bisschoff, C.A. & Lotriet R.A. 2012. Factor Identification
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	<p>In Managerial Ethics. <i>African Journal of Business management</i>, 6(43):10741-10749</p> <p>12. Bisschoff, C.A. & Moolla, A.I. 2012. Empirical evaluation of a model that measures the brand loyalty for fast moving consumer goods. <i>Journal of Social Sciences</i>, 32(3):341-355. (ISI)</p> <p>13. Bisschoff, C.A. 2012. Empirical evaluation of a preliminary model to identify low-risk MBA applicants <i>Managing Global Transitions</i>, 10(2):171-186. (IBSS)</p> <p>14. Bisschoff, C.A., Rasool, F. & Botha, C.J. 2012. Push and pull factors in relation to skills shortages in SA. <i>Journal of Social Sciences</i>, 30(1):11-20. (ISI)</p> <p>15. Bisschoff, C.A. & Moolla, A.I. 2012. Validating a model to measure the brand loyalty of fast moving consumer goods. <i>Journal of Social Sciences</i>, 31(2):101-115. (ISI)</p> <p>16. Bisschoff, C.A. & Moolla, A.I. 2012. A model to measure the brand loyalty for fast moving consumer goods, 31(1):75-81.</p>
National publications:	<p>1. Bisschoff, C.A. & Van Wyk, A. 2012. Die beeld van 'n hoërskool. <i>Tydskrif vir Geesteswetenskappe</i>, 52(3):415-434, Sept.</p> <p>2. Bisschoff, C.A., Botha, D., Fourie, J.D. & Botha, C.J. 2012. Evaluating the impact of the MPRDA on Women in Mining? <i>Journal for the SA Institute of Mining and Metallurgy</i>, 112(1):1-10.</p> <p>3. Bisschoff, C.A. & Craven, P. 2011. 'n Vergelykende studie van etiese bestuurspersepsies tussen bestuur en die produksie-afdeling in 'n internasionale landboumaatskappy. <i>Tydskrif vir Geesteswetenskappe</i>, 51(3):354:372.</p> <p>4. Bisschoff, C.A. & Fullerton, S. 2011. Managerial business ethics: An exploratory comparison in South Africa - 1987 versus 2009. <i>African Journal of Business Ethics</i>, 5(1):14-25.</p> <p>5. Bisschoff, C.A. 2010. Brand positioning in the remarketing automotive industry. <i>Commercium</i>, 9(1):24-44.</p>

	<p>6. Bisschoff, C.A. & Lotriet, R.A. 2009. Die dienskwaliteit van die Puk Rugby Instituut. <i>Tydskrif vir Geesteswetenskappe</i>, 49(2):266-286.</p> <p>7. Bisschoff, C.A., Fullerton, S. & Moore, D.L. 2008. Examining the ethical predisposition of the next generation of business leaders in China and the Republic of South Africa. <i>SA Journal of Economic & Management Sciences</i>, 11(2):157-172.</p> <p>8. Bisschoff, C.A. 2005. A preliminary model to identify low-risk MBA students. <i>South African Journal of Economic & Management Science</i>. 2005(3):300-309. Sept.</p> <p>9. Bisschoff, C.A. 2006. A visionary glimpse into challenges facing marketing. <i>Category E research paper</i>. North-West University, Potchefstroom.</p> <p>10. Bisschoff, C.A. 2002. Empirical evaluation of a forecasting model for successful facilitation on telematic learning programmes. <i>SA Journal of Higher Education</i>, 16(2):104-111.</p> <p>11. Bisschoff, C.A. 2002. Advertising effectiveness of SA newspapers in the higher education market. <i>SA Journal of Higher Education</i>, 16(3):103-108.</p> <p>12. Bisschoff, C.A. & Bisschoff, A. 2001. Customer service factors of a Telematic Learning BBA degree. <i>South African Journal of Education</i>, 2001 21(4):228-232.</p>
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6. Papers presented

International papers:	<p>1. Fullerton, S. & Bisschoff, C.A. Ethical predisposition of business students: using the results from 12 countries to compare attitudes on six continents. <i>7th International Business Conference, Mahe, Seychelles. 2-5 Sep. Best paper award.</i></p> <p>2. Bisschoff, C.A. & Hubinger, A. 2013. Measuring and transferring selected skills for managerial competence across the Generations: from baby boomers to Generation Y. <i>7th International Business Conference, Mahe, Seychelles. 2-5 Sep.</i></p> <p>3. Bisschoff, C.A. & Hubinger, A. 2013. Changes measured in the ethical predisposition of the next generation of business leaders in SA – 2007 vs 2011. <i>7th International Business</i></p>
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Conference, Mahe, Seychelles. 2-5 Sep.

4. Bisschoff, C.A. 2013. The value of branding as managerial tool to improve farm income. Poster presentation. 19th International Farm Management Conference. Warszawa, Poland. 19-26 July.
5. Bisschoff, C.A. & Lotriet, R.A. 2013. The Drakensberger as competitive breed of cattle in the South African beef industry. 19th International Farm Management Conference. Warszawa, Poland. 19-26 July
6. Bisschoff, C.A. & Da Fonseca, A.J.C. 2012. South African parents' perception of television food advertising directed at children. Australian & New Zealand marketing Conference. Adelaide, Australia. 1-5 December.
7. Bisschoff, C.A & Fields, Z. 2012. Factors that impact the creativity of students at tertiary educational level. 6th International Business Conference, Mombasa, Kenya. 27-31 August.
8. Bisschoff, C.A & Thekiso, A. 2012. Identifying skills for managerial competence of South African managers. 6th International Business Conference, Mombasa, Kenya. 27-31 August.
9. Bisschoff, C.A & Bateman, E.J. 2012. Perceptions of learners, parents and teachers in the selection of a government secondary school. 6th International Business Conference, Mombasa, Kenya. 27-31 August.
10. Craven, P. & Bisschoff, C.A. 2011. Ethical perceptions: management versus production at a large multinational seed company. 18th International Farm Management Conference. Methven, New Zealand. 22-25 Mar.
11. Bisschoff, C.A. & Penz, E. 2010. Market perceptions of the Drakensberger breed of cattle. Paper delivered at the 4th International Business Conference. Victoria Falls, Zambia, 12-13 Oct. 2010.
12. Bisschoff, C.A. & Kadi, A. 2010. Service quality at an ophthalmology practice. Paper delivered at the 4th International Business Conference. Victoria Falls, Zambia, 12-13 Oct. 2010
13. Bisschoff, C.A. & Moolla, A.I. 2010. . A conceptual

framework to measure brand loyalty. *4th International Business Conference*. Victoria Falls, Zambia, 12-13 Oct. 2010.

14. Bisschoff, C.A., Botha, C.J. & Fullerton, S. 2010. An attitudinal analysis of different groups of managers towards business ethics in South Africa. *1st African Institute of Business Management Conference (AIBUMA)*. Nairobi, Kenya, 25-26 Aug. 2010.
15. Bisschoff, C.A. & Wessels, A. 2009. A needs analysis of the 2010 soccer world cup. Paper delivered at the *3rd International Business Conference*. Zanzibar. 16-17 Sep.
16. Bisschoff, C.A. & Moss, S.J. A. 2009. The potential market demand for biokinetics in South Africa. Paper delivered at the *3rd International Business Conference*. Zanzibar. 16-17 Sep.
17. Bisschoff, C.A., Botha, C.J. & Fullerton, S. 2008. Comparative analysis of the ethical predisposition of business students and the future generation of business leaders in the RSA. *Paper presented at the 2nd International Business Conference*. Port Elizabeth. 28 - 29 Aug.
18. Bisschoff, C.A. & Haasbroek, A. 2008. Brand positioning in the remarketing automotive industry. *Paper presented at the 2nd International Business Conference* Port Elizabeth. 28 - 29 Aug.
19. Bisschoff, C.A. & Breedt, T.F. 2008. The need for disabled friendly accommodation in South Africa. Paper delivered at the *6th International Conference on Business Management*. Maputo, Mozambique. **Best paper award**
20. Bisschoff, C.A. & Fullerton, S. 2007. Comparative analysis of the ethical predisposition of business students and the future generation of business leaders in the RSA. PBS. Paper presented at the International Business Conference (Entrepreneurship in emerging economies) from 29-31 August 2007 in Port Louis, Mauritius.
21. Bisschoff, C.A. 2007. Empirical evaluation of a model to identify low risk MBA applications. PBS. Paper presented at the International Business Conference

	<p>(Entrepreneurship in emerging economies) from 29-31 August 2007 in Port Louis, Mauritius.</p> <p>22. Scholtz, E.M. & Bisschoff, C.A. 2007. Competency Profiling As Screening Tool For MBA Applicants. Paper presented at the International Business Conference (Entrepreneurship in emerging economies) from 29-31 August 2007 in Port Louis, Mauritius.</p> <p>23. Bisschoff, C.A., Fullerton, S. & Moore, D.L. 2007. The ethical predisposition of our next generation of business leaders: China and the Republic of South Africa in the spotlight. <i>Work in Progress: 5th International Conference on Business Management</i>. Windhoek, Namibia, 26-28 Sep.</p> <p>24. Bisschoff, C.A. 2006. A visionary glimpse into challenges facing marketing. Paper delivered at the <i>MANCOSA Management Conference</i>. Mauritius. 23-25 May.</p> <p>25. Bisschoff, C.A. 2005. South African grain farmers in dire straits: scenarios for sustainable farming. Published in <i>International Conference Journal: IFMA 2005</i>. Paper: <i>International Farm Management Association</i>. Campinas, Brazil, 14-19 Aug.</p> <p>26. Bischoff, C.A. 2002. A refined approach to forecast successful facilitation for Telematic learning programmes. <i>International Conference on Technology and Education</i>, Potchefstroom. 2-5 Apr.</p>
National papers:	<ol style="list-style-type: none"> 1. Bisschoff, C.A. & Moolla, A. 2013. A comparative analysis of brand loyalty of common household products. <i>25th South African Institute for Management Sciences Conference</i>. Potchefstroom. 14-16 Sep. 2. Bisschoff, C.A. & Britz, J.P. 2012. Feed buying behaviour of small-scale broiler farmers. <i>24th South African Institute for Management Sciences Conference</i>. Stellenbosch. 9-11 Sep. 3. Bisschoff, C.A. & Batemean, E. 2012. Selection of a government secondary school: perceptions of learners, parents, and teachers. <i>24th South African Institute for Management Sciences Conference</i>. Stellenbosch. 9-11 September.

4. Bisschoff, C.A. 2012. Managerial Business Ethics in South Africa: An Exploratory Comparison: 1987 – 2009. *Institute of Municipal Administration Conference*. Johannesburg, 5-7 Sept.
5. Bisschoff, C.A. & Strydom, K. 2011. A control-system model to manage sales coverage. *23rd South African Institute for Management Science Conference*. Durban, 18-21 Sept.
6. Bisschoff, C.A. & Mazibuko A.L. 2011. Brand loyalty of cereal products. *23rd South African Institute for Management Science Conference*. Durban, 18-21 Sept.
7. Bisschoff, C.A. & Kadi, A. 2010. Validation of a customer service measuring instrument for the ophthalmology industry. *22nd South African Institute for Management Science Conference*. Mpekweni, South Africa, 12-15 Sep.
8. Bisschoff, C.A. 2009. Taking right marketing decisions when facing harsh economic conditions Mancosa International Conference. Durban. 23-25 Aug.
9. Bisschoff, C.A. 2004. A preliminary model to identify low-risk MBA applicants. *16th South African Institute for Management Sciences Conference*. Paper. Cape Town, 27-29 Sep.
10. Bisschoff, C.A. & Laubser, J.C.K. 2003. Kliëntediens aan die PUK Rugby Instituut. *15th South African Institute for Management Sciences Conference*. Potchefstroom. 28-30 Sep. .
11. Bisschoff, C.A. Key issues to address in applying best practices for service quality in telematic learning at the Potchefstroom University for Christian Higher Education. 2002. *International Pan Commonwealth Conference on Education*, Durban. 29 Jul. – 2 Aug.
12. Bisschoff, C.A. 2002. Lessons learnt from forecasting models for successful facilitation on telematic learning programmes: an epilogue. *SA Institute for Management Sciences Conference*, Sun City. 29 Sep. - 1 Oct.
13. Bisschoff, C.A. 2002. The relationship between customer satisfaction and successful facilitation on the MBA

	Telematic learning programme. International Conference on Management, Vanderbijlpark. Sept. Best paper award.
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7. Research

NRF rating and year rated:	Applied in 2013 – awaiting outcome of review process
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