

Curriculum Vitae of Pierre Mostert

(University of Pretoria format)

1. BIOGRAPHICAL SKETCH

1.1 GENERAL INFORMATION

Surname	Mostert				
First names	Pieter Gerhardus (Pierre)				
Title	Prof	Gender	Male	Citizenship	South African
ID no	7011125044081			Date of birth	12 November 1970
Race	White	UP Personnel no	89483210		
Date of appointment	1 August 2013		Appointment status (e.g Fulltime Permanent)	Fulltime Permanent	
Position at UP	Professor of marketing				
Organisation	University of Pretoria				
Faculty	Economic and Management Sciences		Department	Marketing Management	
E-mail address	pierre.mostert@up.ac.za				
Physical Address at UP (for delivery purposes)	Department of Marketing Management Economics and Management Sciences Building Room 4-111.1 Cnr Roper Street & Lynnwood Road University of Pretoria Hatfield Campus Hillcrest Pretoria				
Telephone number	012 420-3416		Fax number	012 362 5085	

1.2 ACADEMIC QUALIFICATIONS OBTAINED

Degree/ Diploma	Field of study	HE Institution	Year obtained	DISTINCTIONS
B.Com (with distinction)	Marketing Management	University of Pretoria (UP)	1991	Marketing Management 110, 310, 320; Business Economics 120, 210, 220,310, 320; Economics 120; Management Accounting 321
B.Com (Hons)	Marketing Management	University of Pretoria (UP)	1993	Retail Marketing 780; Business Communication 780
M. Com	Marketing Management	University of Pretoria (UP)	1996	
D.Com	Marketing Management	University of Pretoria (UP)	2002	

1.3 WORK EXPERIENCE TO DATE

Name of employer	Capacity and/or type of work	Period
University of Pretoria	Professor of Marketing	From 1 August 2013
North-West University (Potchefstroom Campus)	Director: School of Business Management (from 1 September 2011 – 31 July 2013); Professor of Marketing (from 1 January 2010); Associate professor of marketing (1 October 2004 – 31 December 2009)	1 October 2004 – 31 July 2013
Telkom SA	Senior Manager: Business Market Development (May 2003 – March 2004); Product Portfolio Manager: Inbound Call Services and Business Market Development (April 2000 to April 2003); Product Portfolio Manager: Corporate Business Products (August 1998 to April 2000); Product Manager: PABX Development and Product Manager: Large PABX (January 1997 to July 1998); Product Manager: Single Line Products (August 1996 - December 1996); Senior	February 1993 – March 2004

	Retail Representative (August 1994 - July 1996); Marketing Officer (February 1993 - July 1994)	
University of Pretoria	Junior lecturer	1992

2. TEACHING ACTIVITIES

2.1 COURSES PRESENTED (AT UP)

COURSE	LEVEL	SELF DEVELOPED (or other involvement)
Marketing management (BEM882)	Masters*	Yes
Research article (BEM 811)	Masters*	Co-ordinator for department and input to Masters group
Research process (BEM801)	Masters*	Yes
The research process (NME 811)	Masters*	Partially
Research methodology (NME 703)	Hons.	Co-ordinator

* average student evaluation 94%

2.2 OTHER EDUCATION AND PEDAGOGIC COURSES PRESENTED

COURSE	LEVEL AND STUDENT EVALUATION	INSTITUTION
Research methodology	Hons. (91%)	North-West University (Potchefstroom)
Marketing Planning	Hons. (81%)	North-West University (Potchefstroom)
Branding	3rd year (84%)	North-West University (Potchefstroom)
Consumer Behaviour	2nd year (88%)	North-West University (Potchefstroom)
Principles of Marketing	1st year (82%)	North-West University (Potchefstroom)
Marketing Management	Postgraduate diploma	North-West University (Mafikeng)

3. POSTGRADUATE SUPERVISION

3.1 SUPERVISION OR CO-SUPERVISION OF STUDENTS WHO HAVE COMPLETED DEGREES

NAME OF STUDENT	TITLE OF DISSERTATION/ THESIS	CAPACITY	YEAR COMPLETED	DEGREE AND INSTITUTION
DOCTORAL STUDENTS (Marketing Management)				
Mentz, R.	Developing a framework for relationship intention, satisfaction, loyalty and retention of SMEs in the business-to-business financing environment.	Promoter	2014	PhD (North-West University)

Kruger, L.	Determining the influence of relationship intention on satisfaction, loyalty and retention following service recovery.	Promoter	2014	PhD (North-West University)
Mackay, N.	Customer relationship management in the South African short-term insurance market.	Promoter	2013	PhD (North-West University)
De Meyer, C.F.	Customer retention in the South African domestic passenger airline industry.	Promoter	2008	PhD (North-West University)
MASTERS STUDENTS (Marketing Management)				
Pelser, C.	The influence of selected factors on customer loyalty towards wholesale and retail training providers: a survey-based investigation.	Supervisor	2014	MCom – Mini-dissertation (University of Pretoria)
Fourie, S.	Investigating online complaint intention and service recovery expectations of clothing retail customers (<i>Cum Laude</i>).	Co-supervisor	2014	MCom – Dissertation (North-West University)
Weideman, A.	Determining generation Y's customer satisfaction, brand loyalty and relationship intention towards smart phone brands.	Co-supervisor	2014	MCom – Dissertation (North-West University)
Walters, M.	The influence of culture on consumer complaining behaviour following a service failure (<i>Cum Laude</i>).	Supervisor	2011	MCom – Dissertation (North-West University)
Kruger, L.	Young adults' relationship intentions towards their cell phone network providers (<i>Cum Laude</i>).	Supervisor	2010	MCom – Dissertation (North-West University)
Kuhn, S.	The importance of, and satisfaction with, store attributes when buying casual wear: a study among black Generation Y consumers (<i>Cum Laude</i>).	Supervisor	2010	MCom – Dissertation (North-West University)
Cooper, B.	Establishing the store attributes black consumers consider when buying casual wear.	Supervisor	2010	MCom – Dissertation (North-West University)
Beukes, M.	The importance of, and satisfaction with, store attributes when buying casual wear: A study among black Generation X consumers.	Supervisor	2010	MCom – Dissertation (North-West University)
Delpont, H.	The relationship intention of customers within banking and life insurance organisations (<i>Cum Laude</i>).	Supervisor	2010	MCom – Dissertation (North-West University)

De Jager, J.N.W.	Relationship intention as a prerequisite for relationship marketing: An application on short-term insurance clients (<i>Cum Laude</i>).	Co-supervisor	2006	MCom – Dissertation (North-West University)
HONS. STUDENTS (Marketing Management)				
Baptiste, R.S. Kasiyamhuru, F. Paulsen, R.A.	A generational perspective on actual customer complaint behaviour in the South African cell phone industry	Supervisor	2014	Hons. mini-dissertation (University of Pretoria)
Du Toit, C. Fourie, W. Strauss, E.R.	Customer complaint behaviour: a generational perspective of cell phone users in South Africa	Supervisor	2014	Hons. mini-dissertation (University of Pretoria)
Numerous Hons mini-dissertations supervised at successfully delivered at the North-West University during 2005-2013				

3.2 CURRENT POST-GRADUATE STUDENTS

NAME OF STUDENT	TITLE	CAPACITY	DEGREE AND INSTITUTION
DOCTORAL STUDENTS (Marketing Management)			
Kuhn, S.W.	The interrelationship between relationship intention and selected relationship marketing constructs within a retail context.	Promoter	PhD (North-West University)
Spies, H.	The influence of relationship intention on customer satisfaction, loyalty and retention in the South African banking.	Promoter	PhD (North-West University)
Bresler, M.	Exploring the influence of relationship quality and relationship proneness on service failure and recovery in the South African insurance industry	Promoter	PhD (University of Pretoria)
Zietsman, M.	Determining the influence of relationship quality and relationship proneness on behavioural outcomes: a South African services industry perspective	Promoter	PhD (University of Pretoria)
MASTERS STUDENTS (Marketing Management)			
Roodt, T.	The influence of relationship intention on personal tax services customers' service quality and customer satisfaction	Supervisor	MCom – Mini-dissertation (University of Pretoria)
Du Toit, C. Fourie, W.	Establishing the antecedents and outcomes of relationship proneness in the South African cell phone industry	Supervisor	MCom – Mini-dissertation (Marketing Management) (University of Pretoria)
Theron, E. Kruger, J.	The antecedents and outcomes of relationship quality in the South African banking industry	Supervisor	MCom – Mini-dissertation (University of Pretoria)

Magodiele, Z.	An exploration of the factors predicting cell phone customers' switching costs	Supervisor	MCom – Mini-dissertation (University of Pretoria)
Kasiyamhuru, F.	Determining the relationship between cell phone customers' relationship quality and perceived switching costs	Supervisor	MCom – Mini-dissertation (University of Pretoria)
HONS. STUDENTS (Marketing Management)			
Swanepoel, A.E. Bothma, C.L. Du Plessis, S.	Relationship proneness, relationship quality and customer loyalty in the South African cellphone industry	Supervisor	Hons. mini-dissertation (University of Pretoria)
Munyaradzi, M. Moleki, R.O. Van Niekerk, R	The correlation between relationship proneness, customer relationship quality and loyalty: a generational perspective in Tshwane	Supervisor	Hons. mini-dissertation (University of Pretoria)

4. RESEARCH FUNDING

4.1 OBTAINING RESEARCH FUNDS

ORIGIN OF RESEARCH FUNDS	TITLE OF RESEARCH PROJECT OR PROGRAMME	DURATION	MONEY ALLOCATED
Research Development Programme	An investigation into the consequences of relationship intention: an exploratory study among South African airline, banking and cell phone customers	1 year	R 50 000

5. RESEARCH OUTPUTS

5.1 PUBLICATIONS IN PEER-REVIEWED OR REFEREED JOURNALS

- Kuhn, S. & Mostert, P.G. *Accepted*. Customer satisfaction and relationship intention within the South African clothing retail industry. *The Retail and Marketing Review*. (DHET accredited)
- Pelser, C. & Mostert, P.G. *Accepted*. Relationship intention and customer satisfaction as predictors of customer loyalty in the wholesale and retail training industry. *South African Business Review*. (DHET accredited)
- Spies, H. & Mostert, P.G. *Accepted*. Exploring relationship intention and the duration of customer support in the South African banking industry. *Journal of Contemporary Management*. (DHET accredited)

- Kuhn, S. & Mostert, P.G. *In press*. Relationship intention amongst clothing retail customers: an exploratory study. *Acta Commercii*. (DHET accredited)
- Mackay, N., Petzer, D.J. & Mostert, P.G. *In press*. The interrelationship between service quality, relational benefits, customer satisfaction and behavioural intentions in the South African insurance industry. *The Retail and Marketing Review*, 11(1):xx. (DHET accredited)
- Kruger, L. & Mostert, P.G. 2015. The influence of cell phone users' relationship intentions on expectations and perceptions of service recovery. *South African Journal of Business Management*, 46(1):57-69 (ISI accredited)
- Petzer, D.J., Mostert, P.G. & Fourie, S. 2014. Online complaint intention and service recovery expectations of clothing retail customers. *The Retail and Marketing Review*, 10(2):38-58. (DHET accredited)
- Kruger, L. & Mostert, P.G. 2014. The influence of relationship intention on cell phone users' satisfaction, loyalty and retention after service recovery. *Management Dynamics*, 23(3):13-29. (IBSS accredited)
- Petzer, D.J., Mostert, P.G., Kruger, L. & Kühn, S.W. 2014. The influence of the dimensions of brand romance on brand loyalty among cell phone users. *South African Journal of Economic and Management Science*, 17 (4):457-470. (ISI accredited)
- Mackay, N., Petzer, D.J. & Mostert, P.G. 2014. Relational benefits and customer satisfaction – a South African short-term insurance industry perspective. *Journal of Contemporary Management*, 11:302-323. (DHET accredited).
- Kruger, L. & Mostert, P.G. 2014. The influence of relationship intention on cell phone users' attitudes towards complaining and complaint behaviour. *Southern African Business Review*, 18(2):35-64. (DHET accredited)
- Kruger, L. & Mostert, P.G. 2013. The influence of relationship intention on relationship length and contractual agreements: an exploratory study among South African cell phone users. *Journal of Contemporary Management*, 10:339-361 (DHET accredited)
- Kruger, L., Kühn, S.W., Petzer, D.J. & Mostert, P.G. 2013. Investigating brand romance, brand attitude and brand loyalty in the cellphone industry. *Acta Commercii (in press)*. (DHET accredited)
- Petzer, D.J. & Mostert, P.G. 2012. Attitude towards, and likelihood of, complaining in the banking, airline and restaurant industries. *Southern African Business Review*, 16(2):1-23. (DHET accredited)
- Kruger, L. & Mostert, P.G. 2012. Young adults' relationship intentions towards their cell phone network operators. *South African Journal of Business Management*, 43(2):15-23. (ISI accredited)
- Petzer, D.J. & Mostert, P.G. 2012. Banking customers' attitudes toward complaining: Their likelihood of voicing a complaint and service recovery they consider appropriate. *African Journal of Business Management*, 6(12): 4462-4471. (ISI accredited)

- Steyn, T.F.J., Mostert, P.G., De Meyer, C.F., & van Rensburg, L.R.J. 2011. The effect of service failure and recovery on airline-passenger relationships: a comparison between South African and United States airline passengers. *Journal of Management Policy and Practice*, 12(5): 105-115. (International peer-reviewed article)
- Delpont, H., Steyn, T.F.J. & Mostert, P.G. 2011. Relationship intention of South African banking and life insurance customers. *Journal of Financial Services Marketing*, 16(3/4): 277-293. (International peer-reviewed article)
- De Meyer, C.F. & Mostert, P.G. 2011. The influence of passenger satisfaction on relationship formation in the South African domestic passenger airline industry. *South African Journal of Business Management*, 42(4): 79-87. (ISI accredited)
- Mostert, P.G. & De Meyer, C.F. 2010. Building customer relationships as retention strategy in the South African domestic passenger airline industry. *Acta Commercii*, 27-42. (DHET accredited)
- Delpont, H., Mostert, P.G., Steyn, T.F.J. & De Klerk, S. 2010. Exploring the relationship intention concept in two South African service industries. *Journal of Contemporary Management*, 7:289-306. (DHET accredited)
- Petzer, D.J. & Mostert, P.G. 2010. An investigation into the country-of-origin (COO) product image and willingness of consumers to purchase vitamin supplements. *Acta Academica*, 42(2). (DHET accredited)
- Petzer, D.J., Steyn, T.F.J. & Mostert, P.G. 2009. Customer retention practices of small, medium, and large hotels in South Africa: An exploratory study. *African Journal of Marketing Management*, 1(1): 032-042. (International peer-reviewed article)
- Steyn, T.F.J., Mostert, P.G. & De Jager, J.N.W. 2009. The influence of occupational status, income and academic qualifications on the relationship intention of South African short-term insurance clients: an exploratory study. *Journal of Contemporary Management*, 6:471-489. (DHET accredited)
- Mostert, P.G., De Meyer, C.F. & Van Rensburg, L.R.J. 2009. The influence of service failure and service recovery on airline passengers' relationships with domestic airlines: An exploratory study. *Southern African Business Review*, 13(2):118-140. (DHET accredited)
- Petzer, D.J., Steyn, T.F.J. & Mostert, P.G. 2009. Customer retention practices of group, or branded hotels, as compared to private or owner-managed hotels: an exploratory study. *Journal of Contemporary Management*, 6:274-297. (DHET accredited)
- Petzer, D.J., Steyn, T.F.J. & Mostert, P.G. 2008. Competitive marketing strategies of selected hotels in South Africa: an exploratory study. *Southern African Business Review*, 12(2): 1-22. (DHET accredited)
- Steyn, T.F.J., Mostert, P.G., & De Jager, J.N.W. 2008. The influence of length of relationship, gender and age on the relationship intention of short-term insurance clients: an exploratory study. *South African Journal of Economic and Management Sciences*, 11(2): 139-156. (ISI accredited)

- Du Plessis, P.J., Mostert, P.G. & North, E.J. 2004. Period of Internet usage: An indicator of Internet users' buying Behaviour? *South African Journal of Economic and Management Sciences*, 7(1). (ISI accredited)
- North, E.J, Mostert, P.G. & Du Plessis, P.J. 2003. Cybershopping: Concerns of the South African consumer. *Journal of Family Ecology and Consumer Sciences*, 31: 58-66. (DHET accredited)
- Puth, G., Mostert, P.G. & Ewing, M.T. 1998. Consumer Perceptions of Mentioned Product and Brand Attributes in Magazine Advertising. *Journal of Product and Brand Management*, 8(1): 38-47. (International peer-reviewed article)

5.2 MANUSCRIPTS SUBMITTED TO PEER-REVIEWED / REFEREED JOURNALS

- Kruger, L. & Mostert, P.G. The influence of relationship intention and population group on South African cell phone users' positive attitude towards complaining. *Acta Academica*. (DHET accredited)
- Kruger, L., de Beer, L. & Mostert, P.G. Covariance of cell phone users' relationship intentions, perceptions of service recovery and satisfaction following service recovery. *South African Journal of Economic and Management Sciences*. (ISI accredited)

5.3 BOOKS AND/OR CHAPTERS IN BOOKS

- Mostert, P.G. 2014. Chapter 6: Pricing imperatives. In Boshoff, C. & du Plessis, P.J. (eds.), *Services marketing: a South African approach*. 2nd edition. Johannesburg: Juta.
- Mostert, P.G. 2014. Chapter 7: Service delivery process. In Boshoff, C. & du Plessis, P.J. (eds.), *Services marketing: a South African approach*. 2nd edition. Johannesburg: Juta.
- Mostert, P.G., Petzer, D.J. & De Meyer, C.F. 2012. Chapter 5: A theoretical and empirical investigation into service failure and service recovery in the restaurant Industry. In Delener, N. (ed.) *Service Science Research, Strategy, and Innovation: Dynamic Knowledge Management Methods*. Hershey: IGI Global.
- Mostert, P.G. 2012. Chapter 6: Products and services. In Du Plessis, P.J., Strydom, J.W. & Jooste, C. (eds.), *Marketing management*. 6th Edition. Juta.
- Mostert, P.G. 2012. Chapter 14: Customer value and retention. In Du Plessis, P.J., Strydom, J.W. & Jooste, C. (eds.), *Marketing management*. 6th Edition. Juta.

- Mostert, P.G. 2011. Chapter 12: Presenting the findings. *In* Berndt, A. & Petzer, D.J. (eds.), *Marketing Research*. Johannesburg: Pearson Education.
- Mostert, P.G. & Lotz, J.O. (eds.) 2010. *Marketing Management: Changes and challenges in South Africa*. Noordbrug: Mustard House Marketing.
- Mostert, P.G. 2009. Chapter 6: Pricing imperatives. *In* Boshoff, C. & du Plessis, P.J. (eds.), *Services marketing: a South African approach*. Johannesburg: Juta.
- Mostert, P.G. 2009. Chapter 7: Service delivery process. *In* Boshoff, C. & du Plessis, P.J. (eds.), *Services marketing: a South African approach*. Johannesburg: Juta.
- Mostert, P.G. 2008. (ed.) *Inleiding tot Bemerkingsbestuur: 'n Suid-Afrikaanse Perspektief*. Noordbrug: Mustard House Marketing.
- Mostert, P.G. & Du Plessis, P. J. (eds.) 2007. *Introduction to Marketing Management: A South African Perspective*. Pretoria: Mustard House Marketing.
- Mostert, P.G. 2005. Chapter 13: Internet Marketing. *In* van Rensburg, L.R.J. (ed.), *Fundamentals of Marketing Management*. Potchefstroom: The Author.
- Mostert, P. G. 2005. Hoofstuk 13: Internet Bemaking. *In* van Rensburg, L.R.J. (ed.), *Beginsels van Bemerkingsbestuur*. Potchefstroom: The Author.

5.4 PUBLISHED FULL-LENGTH CONFERENCE PAPERS/KEYNOTE ADDRESSES

- Kruger, L., Petzer, D.J. & Mostert, P.G. 2014. Consumers' attitudes towards, and marketing-related beliefs regarding organic food. *South African Institute of Management Sciences*, 7-10 September.
- Mostert, P.G., du Plessis, S., De Meyer, C.F. & Cooper, B. 2013. Variety versus price, payment method and spending when buying casual wear: an exploratory study among Soweto residents. *7th International Business Conference*, Seychelles, 2-6 September. (*in press*)
- Mostert, P.G., Petzer, D.J., du Plessis, S. & Kruger, L. 2013. A gender perspective of brand loyalty in the South African cell phone industry. *South African Institute of Management Sciences, Potchefstroom*, 15-17 September. (*in press*)
- Kuhn, S.W., Mostert, P.G., & De Meyer, C.F. 2012. The importance of, and satisfaction with, store attributes among Black Generation Y consumers when buying casual wear. *24th Annual Conference of the South African Institute of Management Sciences Conference*; Stellenbosch, 9-11 September 2012.
- Kruger, L., Mostert, P.G. & Petzer, D.J. 2012. The importance of product attributes in decision-making: an exploratory study among vitamin consumers. *24th Annual Conference of the South African Institute of Management Sciences Conference*; Stellenbosch, 9-11 September 2012.
- Petzer, D.J. & Mostert, P.G. 2011. Comparing the service delivery perceptions and the

attitudes of regular and occasional restaurant patrons towards complaining. *South African Institute of Management Sciences Conference*; Durban, 11-14 September;

- Kruger, L. & Mostert, P.G. 2011. The influence of selected demographic variables on young adults' relationship intentions towards their cell phone network operators. *South African Institute of Management Sciences Conference*; Durban, 11-14 September.
- Mostert, P.G., Petzer, D.J. & De Meyer, C.F. 2010. Customer complaint behaviour in the restaurant industry: an exploratory study. *South African Institute of Management Sciences Conference*, Mpekwani Beach Resort, 12-15 September.
- Petzer, D.J., Mostert, P.G. & Steyn T.F.J. 2010. Attitudes of South African and United States students towards marketing practices: a Country-of-Origin (COO) perspective. *South African Institute of Management Sciences*, Mpekwani Beach Resort, 12-15 September.
- De Meyer, C.F. & Mostert, P.G. 2010. Factors South African airline passengers consider when selecting an airline; *South African Institute of Management Sciences*, Mpekwani Beach Resort, 12-15 September.
- Kruger, L. & Mostert, P.G. 2010. Testing the reliability of the Ten Item Personality Inventory (TIPI) measure within a South African context; *South African Institute of Management Sciences*, Mpekwani Beach Resort, 12-15 September.
- Mostert, P.G., De Meyer, C.F. & Petzer, D.J. 2010. Comparing service failure and service recovery in South African, United States and Irish restaurants. *Global Business and Technology Association's Twelfth Annual International Conference*, Kruger National Park Vicinity, 5-9 July.
- Petzer, D.J., Mostert, P.G. & Steyn, T.F.J. 2010. A comparison of the Country-of-Origin (COO) product image of South African and United States students. *Faculty of management 3rd annual conference*, 12-14 May.
- Mostert, P.G., Steyn, T.F.J. & Delport, H. 2009. The relationship intention of South African banking and life insurance customers: a Cross-cultural comparison. *South African Institute of Management Sciences Conference*, Port Elizabeth, 13-16 September.
- De Meyer, C.F. & Mostert, P.G. 2009. Did service cracks appear before the engine fell off? A nationwide airlines case study. *South African Institute of Management Sciences Conference*, Port Elizabeth, 13-16 September.
- De Meyer, C.F., Mostert, P.G. & Van Rensburg, L.R.J. 2008. The effect of service failures on passengers' relationships with South African domestic airlines. *South African Institute of Management Sciences Conference*, Muldersdrift, 4-17 September.
- Delport, H., Mostert, P.G., De Klerk, S. & Steyn, T.F.J. 2008. Clients' intentions to build long-term relationships with selected high-contact service providers. *South African Institute of Management Sciences Conference*, Muldersdrift, 4-17 September.
- Kroon, J., Mostert, P.G., van der Walt, L. & Meintjies, A. 2010. Implications of consumer perception and preferences for franchise versus independent hardware stores. *International conference on entrepreneurship and small business development in marginalized*

communities, Soweto, 26-28 January. (full peer-reviewed paper)

- Steyn, T.F.J., Mostert, P.G., De Meyer, C. & Van Rensburg, L.R.J. 2009. The Effect of Service Failure and Recovery on Airline-Passenger Relationships: A Comparison Between South Africa and United States Airline Passengers. *Southwest Academy of Management*, Oklahoma City, Oklahoma, United States of America, 24-28 February (**received best paper award**) (full peer-reviewed paper).
- Mostert, P.G., North E.J. & du Plessis, P.J. 2003. Internet Buying Behaviour: A Compressed decision-making Process? *World Marketing Congress, Academy of Marketing Science*, Perth, Australia, 11-14 June. (full peer-reviewed paper)
- Puth, G. & Mostert, P.G. 1997. Consumer perceptions of mentioned product attributes in advertising. *Australia New Zealand Marketing Educators' Conference*. Melbourne, Australia, December. (full peer-reviewed paper)

5.5 OTHER PEER-REVIEWED CONFERENCES (NOT FULL PAPERS)

- Mackay, N., Petzer, D.J. & Mostert, P.G. 2014. Relational benefits as predictors of customer satisfaction in the South African short-term insurance industry. *Summer Global Business Conference*, Dubrovnik, Croatia, 1 – 4 October. (extended abstract)
- Petzer, D.J. & Mostert, P.G. 2012. Intention to complain: insights from the South African restaurant industry. *Global Business Conference*, Zadar, Croatia, 19-22 September 2012. (extended abstract).
- Rogers, P., Steyn, T.F.J. & Mostert, P.G. 2011. Relationship intention and developing sustainable relationships with consumers. *Decision Sciences Institute*, Boston, November 19-22. (extended abstract).
- Petzer, D.J. & Mostert, P.G. 2011. An industry comparison of the attitude of consumers towards complaining and likelihood of voicing a complaint when service failures occur. *IBC Conference*, Grand Mauritian Hotel, Mauritius, September 2011 (extended abstract).
- Mostert, P.G. & Steyn, T.F.J. 2010. Service failure, service recovery and repeat patronage: a comparison between South African, United States and Irish restaurant patrons. *Association of Collegiate Marketing Educators 2010 Annual Meeting*, Dallas, Texas, 2-6 March (extended abstract).

5.6 NON-REFEREED PUBLICATIONS OR POPULAR ARTICLES

- Mostert, P.G. 2012. Understanding consumers' intentions in building long-term relationships with organisations. **Inaugural Address**, 23 Feb. 2012, Professorship at the North-West University, Potchefstroom Campus

- Petzer, D.J. & Mostert, P.G. 2011. Country-of-origin product image of South African Generation Y consumers. *Marketing Mix*.
- Mostert, P.G. & Steyn, T.F.J. 2007. Verbruikers se houdings, persepsies en behoeftes omtrent mango's en mangoprodukte (Consumers' attitudes, perceptions and needs regarding mangoes and mango products). *SA Mango Growers' Association Research Journal*, 27: 8-12.
- Steyn, T.F.J. & Mostert, P.G. 2007. Kleinhandelaarsgroepe en straatverkopers se houding oor en persepsies van mango's en mangoprodukte (Retailer and hawker attitudes and perceptions regarding mangoes and mango products). *SA Mango Growers' Association Research Journal*, 27: 13-16;
- Puth, G., Mostert, P.G. & Ewing, M.T. 1997. Consumer Perceptions of Mentioned Product Attributes in Magazine Advertising. *Curtin Business School Working Paper Series*, November: 1-17.

6. OTHER SCHOLARLY RESEARCH-BASED CONTRIBUTIONS

6.1 TEAMWORK AND COLLABORATION WITH OTHERS:

- Prof Steyn (School of Business, Cameron University, Lawton, Oklahoma, US)
- Ms Kuhn (Scool of Business Management, North-West University)
- Ms Spies (Scool of Business Management, North-West University)

INDUSTRY

- CONSULTA

6.2 JOURNAL BOARD / NATIONAL BODY MEMBERSHIP

- Senior board member of the European Business Review
- Associate editor of the *South African Journal of Economic and Management Sciences* (from 2006 to present)
- Editorial Advisory Board of the *Journal of Contemporary Management* (from October 2010 - 2013);

- Member of SAIMS (Southern African Institute for Management Scientists)

6.3 VISITS TO LOCAL AND OVERSEAS UNIVERSITIES OR RESEARCH INSTITUTES AS GUEST PROFESSOR OR RESEARCHER

Extraordinary Professor at the School of Business Management (North-West University: Potchefstroom Campus) from 1 October 2016 – 30 September 2016

7. MANAGEMENT AND ADMINISTRATIVE DUTIES

7.1 LIST YOUR INVOLVEMENT IN DEPARTMENTAL ACTIVITIES

Selected activities at UP

- Undergraduate quality assessment of tests/exams/fact sheets (August 2013 – 2014)
- Chairperson Departmental Postgraduate Committee
- Provide Head of Department with HR support
- Acting Head of Department (number of occasions, most notable 1 April – 13 May 2015)
- Doctorate queries, selection, brochure and web documentation
- Masters selection committee
- Doctoral and Masters colloquium

Selected activities at North-West University

- Head of the Department of Business Management (comprising Business Management, Marketing and Tourism) (1 September 2011 – 31 July 2013);
- Marketing research programme leader (from October 2007 to August 2011);
- Marketing programme leader (March 2007 to October 2007);
- Executive Committee for the School of Business Management (from 2007 to 2013).

7.2 FACULTY (E.G. FACULTY COMMITTEES) OR OTHER UNIVERSITY ACTIVITIES

Selected activities at UP

- Member and co-chair (from 2015) of the Faculty postgraduate committee

Selected activities at North-West University (NWU)

- Member of the Senate Committee (1 September 2011 – 31 July 2013)
- Executive Committee of the Faculty of Management Sciences (1 September 2011 – 31 July 2013)
- Faculty Board of the Faculty of Management Sciences (October 2004 – 31 July 2013)
- Member of the NWU's Institutional Committee for Teaching-Learning (1 September 2011 – 31 July 2013)
- Faculty research committee (from 2007 to 2013)

8. COMMUNITY SERVICE OR PROFESSIONAL SKILLS

8.1 REFEREE DUTIES

- Reviewer for the National Research Foundation's (NRF) Monitoring and Evaluation Unit
- Serve on the scientific committee of the International Research Symposium in Service Management: Service imperatives in the new economy, Mauritius 2010
- Track chair at the 2009 South African Institute of Management Scientists Conference hosted by the Nelson Mandela Metropolitan University, Port Elizabeth, September 2009
- External examiner of MBA dissertations (University of Pretoria and North-West University: Mafikeng Campus)
- External examiner of MCom dissertations (University of Pretoria and University of Johannesburg)
- External examiner of PhD theses (University of Pretoria and UNISA)

Reviewed for the following journals and conferences (selection)

- Academy of Marketing Sciences
- Acta Commercii
- African Journal of Business Management
- African Journal of Marketing Management
- European Business Review
- International Research Symposium in Service Management
- Journal of Contemporary Management
- Journal of Educational studies
- Journal of Family Ecology and Consumer Sciences
- Management Dynamics
- South African Institute for Management Sciences
- South African Journal of Economic and Management Sciences
- South African Journal for Research in Sport, Physical Education and Recreation