

**Prof Naresh Malhotra, Georgia Tech (USA), Chair, Emerging Markets Conference Board  
EMCB 2018 Faculty**



Dr. Naresh K. Malhotra is Senior Fellow, Georgia Tech CIBER and Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA. In 2010, he was selected as a Marketing Legend and his refereed journal articles were published in nine volumes by Sage with tributes by other leading scholars in the field. He is listed in Marquis Who's Who in America continuously since 51st Edition 1997, and in Who's Who in the World since 2000. In 2017, he received the Albert Nelson Marquis Lifetime Achievement Award from Marquis Who's Who. In 2015, he received the Lifetime Achievement Award from the Prestige Institute of Management, Gwalior, India.

He received the prestigious Academy of Marketing Science CUTCO/Vector Distinguished Marketing Educator Award in 2005. In 2011, he received the Best Professor in Marketing Management, Asia Best B-School Award.

In an article by Wheatley and Wilson (1987 AMA Educators' Proceedings), Professor Malhotra was ranked number one in the country based on articles published in the Journal of Marketing Research (JMR) during 1980-1985. He also holds the all-time record for the maximum number of publications in the Journal of Health Care Marketing. He is ranked number one based on publications in the Journal of the Academy of Marketing Science (JAMS) since its inception through Volume 23, 1995. He is also number one based on publications in JAMS during the ten-year period 1986-1995 (See tables 6 and 7 of JAMS, Vol.24, No. 4, Fall 1996, page 297). In an Editorial by Schlegelmilch (JIM, 11(1), 2003), Malhotra was ranked number one based on publications in the International Marketing Review (IMR) from 1992 to 2002. He is also ranked number one based on publications in the International Marketing Review since its inception (1983) to 2003 (Table V, IMR, 22(4) (2005), p. 396), and from 1983 to 2011 (Table VI, IMR, 30(1) (2013), p. 14). He is also ranked number one based on publications in the International Marketing Review from 1996 to 2006 based on a study by Xu et al. published in the Asia Pacific Journal of Management (2008) 25: 189-207. In a landmark study by Ford et al. (2010) examining publications in the top four marketing journals (Journal of Marketing, Journal of Marketing Research (JMR), Journal of Consumer Research, and the Journal of the Academy of Marketing Science (JAMS)) over a 25-year period from 1977 to 2002, Professor Malhotra has three top-three rankings: ranked number three based on publications in all the four journals combined, ranked number three based on publications in JMR, and ranked number one based on publications in JAMS. He has published ten papers in Journal of Marketing Research.

He has published more than 140 papers in major refereed journals, including the Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Management Science, Journal of Marketing, Journal of Academy of Marketing Science, Organizational Research Methods, Journal of Retailing, Journal of Advertising, Journal of Health Care Marketing, and leading journals in Statistics, Management Science, Information Systems, and Psychology. In addition, he has also published numerous refereed articles in the proceedings of major national and international conferences. Several articles have received best paper research awards.

He is Chairman of the Emerging Markets Conference Board the Lead Program Co-Chair of the annual conferences organized by the Board. He was Chairman, Academy of Marketing Science Foundation, 1996-1998, and was President, Academy of Marketing Science, 1994-1996, and Chairman, Board of Governors, 1990-1992. He is a Distinguished Fellow of the Academy and Fellow, Decision Sciences Institute. He is the Founding Editor of Review of Marketing Research and served as an Associate Editor of Decision Sciences for 18 years and has served as Section Editor, Health Care Marketing Abstracts, Journal of Health Care Marketing. Also, he serves on the Editorial Board of eight (8) journals.

He has traveled and taught in 35 countries. His book entitled Marketing Research: An Applied Orientation, Seventh Edition, was published by Pearson in 2018. This book has been translated into Chinese, Spanish,

Russian, Portuguese, Hungarian, French, Bahasa Indonesia, and Japanese. In addition to the eight translations, this book also has several English editions including North America, International, Europe, India, and Australia & New Zealand. The book has received widespread adoption at both the graduate and undergraduate levels with more than 150 schools using it in the USA alone and is being used in over 100 countries. His book, *Basic Marketing Research: Integration of Social Media*, Fourth Edition, was published in 2011 and is likewise a global leader in the field. His latest book, *Essentials of Marketing Research: A Hands-On Orientation*, was published by Pearson in 2014.

Dr. Malhotra has consulted for business, non-profit and government organizations in the USA and abroad and has served as an expert witness in legal and regulatory proceedings. He has special expertise in survey design, data analysis and statistical methods. He is the winner of numerous awards and honors for research, teaching, and service to the profession, including the Academy of Marketing Science, Outstanding Marketing Teaching Excellence Award, 2003.

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**Prof Jan-Benedict E.M Steenkamp, University of North Carolina, (USA)**  
**EMCB 2018 Faculty**



Prof Jan-Benedict E.M. Steenkamp is the Knox Massey Distinguished Professor of Marketing and Area Chair of Marketing at the Kenan-Flagler School of Business at UNC Chapel Hill. Jan-Benedict E.M. Steenkamp specializes in global marketing, branding, emerging markets and strategy. He is the author "Global Brand Strategy: World-Wise Marketing in the Age of Branding" (Palgrave Macmillan, 2017). He also wrote "Private Label Strategy: How to Meet the Store Brand Challenge" and "Brand Breakout: How Emerging Market Brands Will Go Global," which have been translated into Chinese, Spanish, Portuguese and Polish. "Brand Breakout" was selected as a best business book in globalization for 2013 by Booz & Co.'s *Strategy + Business*.

In 2008, Dr. Steenkamp was ranked the most influential scholar in marketing in the period 1997-2006, with citations of his work exceeding 40,000. Widely recognized as a leading scholar and highly cited expert on global marketing, branding, marketing strategy, and marketing in emerging markets, he has published more than 150 articles in the most influential journals in the marketing discipline, including *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Research*, *Psychometrika*, *Management Science*, *Academy of Management Journal*, *Strategic Management Journal* and *Harvard Business Review*. His research deals with the various elements of marketing strategy (product, price, promotion, advertising, distribution, segmentation) and marketing research methodology. Collectively, Steenkamp's body of research involves integrating theory drawn from marketing and other social science domains (management, economics, psychology, political science) with cutting edge, rigorous methodology, using large empirical data sets, to address managerially relevant research issues.

Dr. Steenkamp serves as associate editor or editorial board member of all top marketing journals and is past editor of the *International Journal of Research in Marketing*. The IJRM-EMAC Steenkamp Award given annually to research papers published in *International Journal of Research in Marketing* that have made a long term impact on the field of marketing is named in his honour.

His contributions are recognized widely. He was the first researcher in any area of business administration to receive the Royal Netherlands Academy of Arts and Sciences' *Dr Hendrik Muller Prize* for "exceptional achievements in the area of the behavioral and social sciences". Other prestigious awards include the Elsevier Society for Marketing Advances *Elsevier Distinguished Marketing Scholar* (2004), the *EMAC Distinguished Marketing Scholar Award* in recognition of his impactful research contributions and outstanding contributions to the European Marketing Academy (2013), the American Marketing Association's *Gilbert A. Churchill Award* for Lifetime Contributions to Marketing Research, recognizing Steenkamp as a leading expert on structural equation modeling and citing his contributions on measurement invariance for setting new standards for

international marketing research, the *John D.C. Little Award* (2002) and the *Frank Bass Award* (2003) from INFORMS for his research work. He received the *William F. O'Dell Award*, recognizing the "most significant long-term contribution to marketing theory, methodology, and/or practice", for his 1999 *Journal of Marketing Research* article, "International Market Segmentation Based on Consumer-Product Relations".

Steenkamp has taught at universities in Austria, Belgium, China, India, the Netherlands, Singapore, Spain, South Africa, U.K. and the U.S. He received his PhD, master's and bachelor's degrees, all summa cum laude, from Wageningen University in the Netherlands, and a Doctor Honoris Causa (Honorary Doctorate) from Aarhus University, Denmark.

Dr Steenkamp also is active in marketing practice as a consultant, researcher and executive education specialist. His books have been published by Harvard Business School Press among others. His work has been featured in *Harvard Business Review*, *The Wall Street Journal*, *Financial Times*, *The Economist*, *The New York Times*, *Bloomberg Businessweek* and newspapers in Europe, China, India and South Korea. He has been interviewed on television and radio in the U.S., Europe, South Africa, India and China. Dr. Steenkamp has written 10 cases on companies and brands from emerging markets. He is co-founder of AiMark, a global center involving Fortune 500 companies that spearheads the BG 20 project uncovering drivers of sustainable brand growth. He consults widely to the senior levels of management to companies such as Procter & Gamble, Kraft, General Mills, Zurich Insurance Group, KPMG, Unilever, Johnson & Johnson, Sara Lee, Reckitt Benckiser, Bristol-Myers Squibb, Bunge Limited, The Brattle Group, GfK, TNS, IRI, Nutreco, Netherlands Department of Agriculture, King & Spalding, Shook, Hardy & Bacon and Sidley Austin.

Full profile link: <http://www.kenan-flagler.unc.edu/faculty/directory/marketing/jan-benedict-steenkamp>

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#### **Prof Charles Taylor, Villanova University (USA)** **EMCB 2018 Faculty**



**Charles R. "Ray" Taylor** is the John A. Murphy Professor of Marketing at the Villanova University of Business and Senior Research Fellow at the Center for Marketing and Consumer Insights.

He received his Ph.D. from Michigan State University. His research interests are in the area of marketing and society issues, including advertising regulation. Professor Taylor is Past-President of the President of the American Academy of Advertising.

He is Editor in Chief of *International Journal of Advertising*. In 2012, Taylor received the *Ivan L. Preston Award* for Outstanding Lifetime Contribution to Advertising Research.

Professor Taylor has published numerous articles in leading academic journals. He currently serves on the Editorial Review Boards of *Journal of Public Policy and Marketing*, *Journal of Advertising*, *Journal of Consumer Affairs*, *Journal of Business Research*, *Psychology and Marketing*, *Journal of Marketing Communications*, and *Journal of Current Issues and Research in Advertising*. Professor Taylor has published more than 100 books, journals, and conference papers. Professor Taylor's research has received best paper awards from *Journal of Advertising* (twice), *Journal of Consumer Affairs*, *Journal of International Marketing*, and *Journal of Macromarketing*.

Taylor has served as a Fulbright Senior Specialist and taught courses in Germany, Korea, Austria, China, and the Czech Republic and has given lectures at many locations throughout the world. In his role as Associate Director of the Center, Dr. Taylor oversees the faculty exchange program and collaborates with Dr. Kees on facilitating research on marketing and consumer insights among Villanova faculty.

Full profile link: [https://www1.villanova.edu/villanova/business/centers/marketing\\_consumerinsights/faculty-leadership/charles-r--taylor.html](https://www1.villanova.edu/villanova/business/centers/marketing_consumerinsights/faculty-leadership/charles-r--taylor.html)

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**Prof Ruth Bolton, Arizona State University (USA)**  
**EMCB 2018 Faculty**



Ruth N. Bolton is Professor of Marketing at the W.P. Carey School of Business, Arizona State University. She is the recipient of the *American Marketing Association / Irwin / McGraw-Hill Distinguished Marketing Educator Award* (2016) and the *Christopher Lovelock Career Contributions to Services Award* (2007). Both awards are given to only a select few marketing academics; they recognize distinguished service and sustained outstanding contributions to the field of marketing.

She previously served as 2009-11 Executive Director of the Marketing Science Institute. Dr. Bolton studies how organizations can improve business performance over time by creating, maintaining and enhancing relationships with customers. Her recent research has focused on the customer experience, multi-channel management and high technology, interactive services sold in global business-to-business markets. She previously held academic positions at Vanderbilt University, the University of Oklahoma, Harvard University, University of Maryland, and the University of Alberta. She also spent eight years with Verizon, working on projects in the telecommunications and information services industries.

Dr. Bolton's earlier published articles investigate how organizations' service and pricing strategies influence customer satisfaction, loyalty and revenues. She has extensive experience with survey research design, as well as the econometric analysis of large-scale, integrative data bases. Her research is typically conducted in partnership with businesses, such as the Marriott Corporation, Hewlett-Packard and Schneider National Inc. She has also participated in executive education programs around the world.

Dr. Bolton has published articles in the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Service Research*, *Management Science*, *Marketing Science*, and other leading journals. She previously served as editor of the *Journal of Marketing* (2002-2005) and Area Editor of the *Journal of Marketing Research* (2005-2007), as well as serving on the Editorial Review Boards of other leading marketing journals. She has also served on the Board of Trustees of the Marketing Science Institute and the Board of Directors of the American Marketing Association. She received her B.Comm., with honors, from Queen's University (Canada), and her M.Sc. and Ph.D. from Carnegie-Mellon University.

Full profile link: <http://www.ru.ac.za/businessschool/people/fulltimeacademicstaff/profdeonnel/>

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**Prof José Antonio Rosa, Iowa State University (USA)**  
**EMCB Faculty**



José Antonio Rosa, a marketing department faculty member of Iowa State University's College of Business since 2015 and a member of the editorial review board of the *Journal of Marketing*, has spent more than two decades teaching and mentoring students on the principles of marketing, consumer behaviour, and marketing management and strategy at undergraduate, graduate professional, executive, and doctoral levels.

In addition to his teaching contributions and serving as a distinguished author of scholarly articles across marketing and management journals, Rosa is an advisory board member for ACR Transformative Consumer Research initiative.

Rosa has also earned numerous awards, including the *Williams-Qualls-Spratlen Multicultural Mentoring Award* from the American Marketing Association, induction to the *PhD Project Hall of Fame*, the *Academy of Marketing Science Outstanding Marketing Teacher Award*, the *Most Influential Professor* designation by the Latino Formal Committee at the University of Illinois at Urbana-Champaign, and top professor and faculty mentor award at multiple institutions.

Prof Rosa holds a Ph.D. in Business Administration and Psychology and a M.A. in Psychology from the University of Michigan, an MBA from Dartmouth College and a B.I.A. from General Motors Institute.

Full profile link: <https://sites.ed.gov/hispanic-initiative/2016/09/honoring-dr-jose-antonio-rosa/>

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**Prof Cliff Shultz, Loyola University Chicago (USA)**  
**EMCB Faculty**



**Cliff Shultz** is Professor and Kellstadt Chair of Marketing in the Quinlan School of Business, at Loyola University Chicago. He received his PhD, MPhil and MA from Columbia University in the City of New York, and his B.A. from DePauw University. Dr. Shultz joined Loyola from Arizona State University, where he held an appointment as Professor and Marley Foundation Chair in the W. P. Carey School of Business and Morrison School of Management and Agribusiness. He also has taught at the Columbia University Graduate Business School, University of Zagreb, University of Rijeka, Ho Chi Minh City Economics University and College of Marketing, Swedish School of Economics, University of Western Australia, University of Munich, etc.; and he has served as a Fulbright Scholar (Croatia and Vietnam), an Invited Scholar at the Indochina Program of the Harvard Institute for International Development, and currently serves as a Fellow of the Harvard-Fulbright Economics Teaching Program.

Dr. Shultz has expertise on marketing, economic development and consumption in transforming economies, particularly the transition economies of Asia, the Balkans, and other recovering economies. He has worked, for example, to improve rice and coffee production, distribution and quality in Vietnam; he has worked to reclaim mine-laden fields in Bosnia and Cambodia, and to initiate traditional fiber production and marketing programs in Croatia; he also is studying judicial and marketing systems in Bangladesh, crisis management in Lebanon, the socioeconomic impact of the FIFA World Cup, etc. More generally, he has worked with research institutes, universities, NGOs, and other international government agencies and private companies to improve marketing and administrative systems, research methodology, and ultimately consumer and societal welfare. Dr. Shultz works with governments and organizations to study war-recovery, export marketing, government reconstruction and institution building, brand development and translations, franchising, enterprise development, and intellectual property rights; more broadly, he works with companies, governments and research institutes to study marketing systems as conduits to win-win socioeconomic development and sustainable peace.

Dr. Shultz was recently elected President of the Macromarketing Society, after having served two terms as Editor of the *Journal of Macromarketing*. He also served as President of the International Society of Markets and Development, and currently serves on several editorial and policy boards, including *Journal of Public Policy & Marketing*, *Tržište*, *Vietnam Marketing Journal*, *Applied Research in Quality of Life*, and *Consumption, Markets and Culture*. He has more than 200 publications in various scholarly outlets, including the *Columbia Journal of World Business*, *Contemporary Southeast Asia*, *Business Horizons*, *Psychology and Marketing*, *Marketing Management*, *Research in Consumer Behavior*, *Journal of Applied Social Psychology*, *Nâng cao chất lượng đào tạo tiến sĩ kinh tế*, *Zeitschrift für Anwaltspraxis*, *Journal of Public Policy & Marketing*, *Journal of Advertising Research*, *Journal of Macromarketing*, *Journal of Consumer Research*, *European Journal of Marketing*, *Marketing Letters*, *Journal of International Marketing* and others. His books and special volumes include *Consumption in Marketizing Economies*, published by JAI Press; *Marketing Contributions to Democratization and Socioeconomic Development*, published by Sveučilišna knjivnica; a monograph for the United Nations on small business development in transition economies; *Marketing and Consumer Behavior in East and South-East Asia*, published by McGraw-Hill; *Handbook of Markets and Economies: East Asia, Southeast Asia, Australia and New Zealand*, published by M.E. Sharpe; and most recently the *Macromarketing Handbook*, published by Sage.

Dr. Shultz has received several awards for his scholarly contributions, including the aforementioned Fulbright appointments, the Thomas Kinnear Award for most outstanding article published in the *Journal of Public Policy*

& *Marketing*, the Mijo Mirkovic Award for outstanding contributions to research, numerous grants for scholarly projects, etc. He has been invited to lecture or to make research presentations at universities and research institutes on six continents. He is married to Katherine (formerly Murphy) Shultz and has a son, Matthew. In his minimal spare time he enjoys his family, sports, languages, the arts, and travel.

Full profile link: <https://www.luc.edu/quinlan/faculty/cliffshultz/biography/index.shtml>

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**Prof Rajesh Chandy, London Business School (UK)**  
**EMCB 2018 Faculty**



Dr Chandy, MBA (Oklahoma), PhD (Southern California), holds the Tony and Maureen Wheeler Chair in Entrepreneurship and is a Professor of Marketing at London Business School. He is Academic Director, Wheeler Institute for Business and Development and Former Academic Director, Deloitte Institute for Innovation and Entrepreneurship at London Business School.

Dr Chandy's areas of expertise include innovation, technology management, emerging markets, and marketing strategy. During 2006-2008, he served as a member of the US Secretary of Commerce Advisory Committee on Measuring Innovation in the 21st Century Economy. He serves on the brain trust of the Global Innovation Forum, and has been a member of the American Marketing Association's Academic Council and its Knowledge Development Coalition.

Chandy's research and publications have received several awards, including the *Journal of Marketing* Harold Maynard Award for contributions to marketing theory and thought, the *AMA Early Career Award for Contributions to Marketing Strategy*, the *AMA TechSIG Award* for the best article on Technology and Innovation (twice), the *Marketing Science Institute Alden Clayton Award* for the best dissertation proposal, and the *Mary Kay Award* for the best marketing dissertation, and has been named an MSI Young Scholar.

Chandy is as an Area Editor for the Entrepreneurship and Innovation area at *Management Science*, and is a current or former member of the editorial boards of the *Journal of Marketing Research*, *Journal of Marketing*, *IEEE Transactions on Engineering Management*, *International Journal of Research in Marketing*, and *Marketing Letters*.

*Fortune* magazine described Chandy's findings on innovation as "an unorthodox and bracing set of management principles." He has received a number of teaching awards, including the *Outstanding Professor of the Year Award*, the *Award for Excellence in Teaching*, and the *Outstanding Faculty Dedication Award*. At London Business School, he teaches MBA electives on Entrepreneurship in Emerging Markets, and on Managing and Marketing Innovation. Additionally, he is the faculty director of the executive education course on Market Driving Strategies.

Chandy has provided advisory and executive education services to Toshiba, St. Jude Medical, 3M, Philips, Commonwealth Microfinance Limited, American Medical Systems, Deutsche Telekom, Bertelsmann, Hutchinson Technology, Microsoft, Mundipharma, Rexam, Wrigley, GfK, Futuredontics, Telenor, and the US and UK governments, among others.

Full profile link: <https://www.london.edu/faculty-and-research/faculty/profiles/c/chandy-rk#.WnRlr66nHDc>

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**Prof Steve Burgess, Chaired Professor of Marketing, Wits Business School (South Africa)**  
**EMCB 2018 Faculty**



Steve Burgess is Professor of Marketing and Research Director in the Graduate School of Business Administration at the University of the Witwatersrand. He previously was Director of the Nelson Mandela Metropolitan University Business School; Professor of Marketing, Research Director and Professor of Business Administration in Marketing in the University of Cape Town Graduate School of Business and Association of Marketers' Professor of Marketing at Wits. He was Visiting Professor of Marketing at the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill and at the Fisher College of Business at The Ohio State University, and a Faculty Affiliate of the William Davidson Institute at the University of Michigan, a Corresponding Researcher with the Centre for Marketing and Communications at Copenhagen Business School in Denmark and an AIM/AMA Sheth Foundation Doctoral Consortium faculty member. He has taught on programmes in Africa, Asia, Europe and North America.

His research focuses on consumer behaviour and strategic marketing management in the emerging markets context. He is author of more than 75 papers and 6 books, which have been cited some 3700 times in scholarly literature. He serves as an editorial review board member or ad-hoc reviewer for international scholarly journals in marketing and international business, such as Journal of Marketing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, International Journal of Advertising, Journal of Macromarketing, Journal of African Business).

Professor Burgess was one of five people representing President Mandela's government on its first trade mission to the USA in June, 1994. His career also includes several positions of major responsibility in industry. He served as Managing Director of Autopage Cellular in the Altron Group, Managing Director of ConsumaData (now Experian South Africa) and as a senior marketing executive at Johnson & Johnson South Africa, where he won numerous awards. He has consulted to senior management in consumer packaged goods, financial services, telecommunications, automotive, marketing research firms, and advertising agencies in South Africa and internationally.

He has delivered speeches at events in more than a dozen countries on four continents. He is a fellow of the Academy of Marketing Science (USA) and the International Trade Institute of Southern Africa and serves on the Academic Advisory Board of the Chief Marketing Officers Council (California, USA), the Advisory Board of the Academy of Indian Marketing (India), as an Academic Trustee of AiMark (Europe) and a member of the Emerging Markets Conference Board (USA).

In 2013, Professor Burgess received a special award for outstanding contributions to marketing education at the World Marketing Summit in Putrajaya, Malaysia. He was the first recipient of the MSI Visiting Scholar Award from the Marketing Science Institute (Boston, USA) for his work in consumer behaviour. He also has received The Ohio State University's Fisher College of Business International Alumni Award for lifetime contributions to marketing in South Africa and the USA and the Millennium Merit Certificate from the South African Association of Marketers.

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**Prof Rajiv Vaidyanathan, Executive Director, Association for Consumer Research, Univ. of Minnesota (USA)  
EMCB 2018 Faculty**



**Rajiv Vaidyanathan** received his PhD from Washington State University, USA. He is the Executive Director of the Association for Consumer Research and Professor of Marketing at the University of Minnesota Duluth.

His research interests include the examination of how consumers perceive prices and evaluate advertised deals and marketing implications of e-commerce.

His research has been published in several journals, including *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Journal of Marketing Education*, *Journal of Product and Brand Management*, and *Journal of Business and Psychology*, and in the proceedings of several national and international marketing conferences including ACR.

His primary teaching interests are behavioural pricing and technology-supported analysis of user-generated content. He also has made contributions in the domains of marketing ethics and marketing education.

Full profile link: <https://lsbe.d.umn.edu/marketing/faculty-staff/rajiv-vaidyanathan-phd>

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#### **Profile of Track Chairs**

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#### **Prof Deon Nel**

#### **Local Track Chair: Branding and Brand Management**



Prof Deon Nel is Professor of Marketing at Rhodes Business School. Previously he was Associate Dean Research at Flinders Business School in Australia. He served as the Anglo Vaal Industries Professor of Marketing at the School of Economics & Business Sciences at the University of the Witwatersrand. Earlier he was with Henley Management College and also taught on MBA programmes at Rotterdam School of Management in the Netherlands. He has published extensively in both local and international journals including *Internet Research*, the *Journal of Marketing Management*, the *European Journal of Marketing*, *Marketing Intelligence and Planning*, *Journal of General Management* and the *Journal of Business Ethics*.

Full profile link: <http://www.ru.ac.za/businessschool/people/fulltimeacademicstaff/profdeonnel/>

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**Prof Monay Roberts-Lombard****Local track chair: Relationship marketing, social connectedness and consumer networks**

Prof Roberts-Lombard is a full Professor in the Department of Marketing Management. He specialises in Relationship Marketing, Customer Relationship Management, Consumer Behaviour and Services Marketing. Prof Roberts-Lombard has published widely in South African and international journals in the fields of Relationship Marketing, Customer Service, and Customer Relationship Management. He has externally examined various post-graduate degrees at South African universities and is on the editorial board of various international and local peer-reviewed journals. He is currently the Head of the Masters and Doctoral degree programmes in the Department and has over 20 years of experience in the South African academic arena.

Full profile Link: <https://www.uj.ac.za/contact/Pages/Prof-M-Roberts-Lombard.aspx>

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**Prof C.F. De Meyer-Heydenrych****Local Track Chair: Macromarketing, sustainability, and transformative consumer research**

Prof De Meyer-Heydenrych is an Associate Professor at the Department of Marketing Management. She specializes in Customer Relationship Marketing and Services Marketing. She holds a PhD (Marketing Management) from North-West University, South Africa. Her work have appeared in journals such African Journal of Hospitality, Tourism and Leisure, and International Journal of Bank Marketing.

Profile Link: <https://www.uj.ac.za/contact/Pages/Prof-Christine-de-Meyer.aspx>

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**Prof Danie Petzer****Local Track chair: Services marketing and retailing**

Danie Petzer is a professor and director of research at the Gordon Institute of Business Science (GIBS). He holds a PhD (Marketing Management) specialising in services marketing and is a NRF rated researcher. His research focuses on 'uncovering consumer responses to organisational efforts to build, maintain and restore relationships with customers in a services context'. Danie has authored and co-authored several journal articles in the Journal of Services Marketing, European Business Review, International Journal of Bank Marketing, Management Dynamics, South African Journal of Business Management and the South African Journal of Economic and Management Sciences. He is a section editor for the South African Journal of Economic and Management Sciences (SAJEMS) and associate editor for the European Business Review (EBR).

Full profile Link: <https://www.gibs.co.za/about-us/faculty/Pages/Danie-Petzer.aspx>

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### Prof Havinder Singh

#### Track:



Dr. Havinder Singh is Professor of Marketing and Head of the Dual Country Program (DCP) at the Institute of Management Technology, Dubai. He did his doctorate in management of shopping malls from BIT Mesra, India. He has published extensively with academic and trade publications and also authored a book 'Mall Management: Operating in Indian retail space' published by McGraw Hill. His case studies with Ivey Publishing are available at Harvard Business School Publishing portal. Dr. Singh was awarded with Dewang Mehta award for 'Best Teacher in Retail management' in the year 2008 and Word Education Congress award for "Best professor in Marketing Management in the year 2012.

Full profile link: <http://www.imt.ac.ae/faculty/marketing/havinder-singh/#1484832164797-e267782e-fab5>

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### Dr Yvonne Saini

#### Local Track Chair: Consumer psychology, culture and behavior



Dr. Saini is a marketing lecturer at Wits Business School with research interests in Consumer Behaviour, E-commerce and general marketing topics. Some research topics include the following: Consumer Choice, Consumer Decision Making, Factors Influencing Online Consumer Choice etc. She has publications in local and international journals such as the International Journal of Research in Marketing. Yvonne has work experience as an economist, business analyst and business and information specialist. While in Zambia she worked as an economist for the Ministry of Commerce, Trade and Industry and as a business analyst for the Zambia Privatisation Agency. She later took up a role as a business and information specialist at Mckinsey & Company in Johannesburg.

Full profile link: <http://www.wbs.ac.za/faculty-members/marketing/>

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### Dr. Helen Duh

#### Local Track Chair: Subsistence marketplaces and Macromarketing, sustainability, and transformative consumer research



Dr Duh holds a Dcom in business management, with a specialization in marketing and consumer behaviour from Nelson Mandela Metropolitan University in Port Elizabeth. Her research interests are consumer behaviour, brand management and social marketing.

On consumer behaviour, she conducts interdisciplinary research by delving into family and social psychology to understand how childhood family experiences affect peer communication, consumers' money attitudes, materialistic values, self-esteem, religiosity, happiness, compulsive buying behaviour and loan default tendencies. She also conducts research on consumer shopping orientations or decision-making styles. Self-control and self-regulation in spending and consumption are also areas she investigates under consumer behaviour. For brand management and social marketing, she supervises and conducts research on topics, such as brand knowledge structure, brand loyalty, brand equity, green consumption and electricity conservation.

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**Prof Frikkie Herbst****Local Track Chair: Communicating across the digital divide**

Professor Frikkie Herbst is a Professor of Marketing at the University of Western Cape. His research interests are in marketing, marketing metrics, services marketing and wine business. He has published extensively in both local and international journals such as Journal of Consumer Behaviour, The Asia Pacific Journal of Marketing and Logistics, International Journal of Wine Research, Tourism Analysis, Journal of Digital Marketing, Journal of Contemporary Management, and South African Journal of Economic and Management Sciences. Prof Herbst has also authored and co-authored a number of book chapters and presented academic papers at both local and international conferences.

He is a member of the

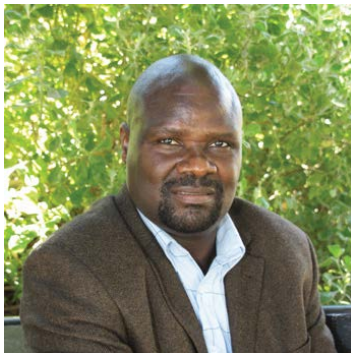
Full profile link: <https://www.uwc.ac.za/Biography/Pages/Professor-Herbst.aspx>

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**Prof Gert Human****Local Track Chairs: Business-to-Business marketing and organizational networks**

Prof Gert Human has a PhD from the University of Cape Town and he has worked as an economist at a government research institute and as a senior marketing executive in the private sector. The majority of his professional life was in academia and he is currently Professor of Strategy in the Department of Business Management at Stellenbosch University. He specialises in Business-to-Business marketing and has published multiple scientific articles in the field. His research interest primarily relates to buyer-supplier relationships in complex business networks and ecosystems. He is very active in the Industrial Marketing and Purchasing Group (IMP) and is a member of the European Marketing Academy (EMAC), The Academy of Marketing Science (AMS), The Marketing Science Institute (MSI) and the Strategic Management Society (SMS).

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**Prof Mlenga Jere****Local Track Chair: Communicating across the digital divide**

Associate Professor Mlenga Jere teaches marketing on various programs. He joined the GSB in 2007. Mlenga has extensive experience teaching marketing courses at both postgraduate and undergraduate levels at different universities and countries. His research interests are in marketing in emerging markets with a focus on marketing communications and consumer behavior.

His work has been published in journals including Acta Commercii, Botswana Journal of Business, Cochrane Database of Systematic Reviews, Journal of Database Marketing & Customer Strategy Management, and Southern African Business Review. He regularly presents his work at both local and international conferences.

Full profile link: <http://www.gsb.uct.ac.za/mlenga-jere>

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**Prof Madele Tait****Local Track Chair: Marketing strategy and analytics track**

Prof Madele Tait is a Professor of Marketing and Director of the School of Management Sciences at the Nelson Mandela Metropolitan University in Port Elisabeth, South Africa.

Her research interest are in the area of Customer Relationship Management, Marketing Management and Services Marketing. She has published in leading local and international journals such as International Journal of Service Industry, Journal of Financial Services Marketing, and the Journal of the Southern African Institute of Management Scientists. She is also the co-author of the popular Principles of Marketing: Global and Southern African Edition with Philip Kotler and GM Amstrong.

Full profile link: <http://markman.mandela.ac.za/Staff>

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**Prof Chantal Rootman****Local Track Chair: Marketing strategy and analytics**

Professor Chantal Rootman is an Associate Professor in Business Management at the Nelson Mandel Metropolitan University. Her research interests are in Customer Relationship Management, Marketing Management, Financial Management and Services Marketing.

Her research has appeared in both local and international journals including Global Business and Economic Review, Journal of Economic and Financial Services, Journal of Financial Services Marketing, and Acta Commercii.

Full profile link: <http://busman.mandela.ac.za/Staff>

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**Professor Terri Carmichael****Local Track Chair: Data collection**

Professor Terri Carmichael is an associate professor of management education at Wits Business School, having joined the school as a lecturer in 2003. She teaches MBAs, Masters and PhD students in the areas of qualitative and mixed methods research methodology, and has a number of publications in the abovementioned areas.

Professor Terri Carmichael teaches in the area of research methodology. She loves reading, writing and doing qualitative and mixed methods research across a wide range of topics, including management education, management competence, diversity and culture.

Full profile link: <http://www.wbs.ac.za/faculty-members/human-resources-and-organisational-behaviour/>

## EMCB Global Regional coordinators

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### **Professor Marin A. Marinov** **Regional Coordinator: Central and Eastern Europe**



Professor Marin A. Marinov is Professor of International Business at the International Business Centre at Aalborg University, Denmark.

Professor Marinov's extensive research publications focuses on Emerging markets business research and Central and Eastern European Markets.

His research has appeared in high impact journals including Advances in International Marketing, European Business Review, European Journal of Marketing, Journal of East European Management Studies, Post-Communist Economies and Review of International Business Research.

Full profile link: [http://vbn.aau.dk/en/persons/marin-alexandrov-marinov\(bc271595-6cf6-48a4-a00d-4707f9637ad5\).html???person\\_info\\_profile\\_link???122488](http://vbn.aau.dk/en/persons/marin-alexandrov-marinov(bc271595-6cf6-48a4-a00d-4707f9637ad5).html???person_info_profile_link???122488)

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### **Prof Nelson Oly Ndubisi** **Regional Coordinator: Middle East and North Africa**



Professor Nelson Oly Ndubisi is a Professor of Marketing and Entrepreneurship at the King Fahd University of Petroleum & Minerals in Saudi Arabia. He has research interest in Marketing, Entrepreneurship & SMEs, and Internationalization of Firms. Previously he has held professor of marketing, professor and chair of entrepreneurship, and research director positions in leading Australia, UK and Malaysia universities. He has been a visiting professor and presented guest lectures in a number of universities across Americas, Africa, Asia, Australasia and Europe.

Oly has bagged many awards for research excellence and innovation in teaching and learning. He has been recognized as Australia and New Zealand's 3rd most downloaded marketing scholar and author of 2nd most downloaded marketing article by Emerald, UK.

He has served as editor and sits on the editorial boards of journals in Marketing, Entrepreneurship and IS. He has received over \$1million in research grants from international and regional grant bodies and agencies.

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**Dr. Thomas Anning-Dorson**  
**Regional Coordinator: West Africa**



Thomas Anning Dorson is a Lecturer in the Department of Marketing and Entrepreneurship, University of Ghana Business School. Dr. Anning Dorson's research primarily focuses on Competitive Strategy, Innovation, Services Management, Emerging Markets, Customer Experience Management, E-Marketing and Enterprise Development. He has published in top tier international journals such as Journal of Business Research, International Marketing Review, Computer in Human Behaviour, International Journal of Innovation Management, Marketing Intelligence and Planning, Journal of Enterprise Information Management, European Journal of Innovation Management, International Journal of Bank Marketing, International Journal of Business and Emerging Markets etc. He also serves as a reviewer for top tier journals in his area of research. Thomas is a member of the American Marketing Association and Academy of International Business.

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**Prof Mauro Garcia Dominguez, Universidad Popular Autónoma del Estado de Puebla, Mexico).**  
**Regional Coordinator: Latin America.**



Mauro Garcia Dominguez is Faculty Professor of Marketing in the Universidad Popular Autónoma del Estado de Puebla in Mexico, where he has lectured marketing for 13 years. His research, which focuses on marketing strategy and relationship marketing, especially with reference to higher education, has appeared in *International Review of Management and Business Research* and several Latin American journals.

He has directed and collaborated in Market Research projects for public and private brands in the local, regional and national areas.

Prof Dominguez is a Member of the Technical Council of CENEVAL (The National Center of Evaluation for Higher Education) in Mexico.

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