

Curriculum Vitae

1. General information

Title, name and surname:	Prof Christo A. Bisschoff
Maiden name:	
Date of birth:	3 August 1961
Gender:	Male
Nationality	South African
Marital status:	Married
Citizenship:	South African
Professional registrations:	South African Institute of Management Scientists (RSA) Society for Marketing Advances (USA) Academy of Marketing Sciences (USA) International Farm Management Association (All countries) African Farm Management Association (Africa) Academy of Business Administration (USA) Australian and New Zealand Marketing Association

2. Contact details

Organisation where based:	NWU Business School, North-West University
Faculty or School:	Faculty of Economic and Management Sciences
Work telephone number:	+27 18 299-1411
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E-mail address:	Christo.bisschoff@nwu.ac.za
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Work postal address:	Internal Box 296, NWU Business School
Work physical address:	Building E3 -4-08, Potchefstroom Campus, Hoffman street, Potchefstroom 2520

3. Qualifications (start with highest qualification)

Qualification type:	Doctor Commercii (PhD)
Field of study:	Business Management: Marketing & Agricultural Management
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 & Economics majors

4. Employment history (start with current position)

Time frame	Employment & responsibilities	Employer
1996-present	Professor at the North-West University's Business School (promoted to full tenured professor in 2002). • MBA lecturing • Executive Education lecturing • Manager: Telematic distance MBA • Manager: Marketing of the Business School and all executive programmes • Manager: MBA study schools	NWU Business School, North-West University.
1991-1995	Lecturer in Business Management (promoted to Senior Lecturer in 1994)	University of Pretoria
1988-1990	Senior agricultural economist • Consulting and advisory services to wide range of farming activities • Financial & production financial statements • Farmer study group management • New farm acquisitions • Debt reconciliation and rescue plans	North-West Agricultural Co-operative
1986-1988	Director: Irrigation farming • Managing farm activities • Budgeting • Production planning of crops/animals • Financial management • Marketing	Wetkous Farming (Pty) Ltd

5. Research expertise

Scientific domain:	Marketing management
Main research field:	Business ethics and brand loyalty
Fields of specialization:	• Brand loyalty • Customer service management • Business ethics (Registered research project 2005-2024) • Sports ethics (Registered research project 2018-2024) • Consumer preferences of meats • Agribusiness
NRF rating and year rated:	C3; 2020

6. Publications (list publications of the last 3 years)

International publications:	1. Bisschoff, C.A. 2020. Measuring and managing brand loyalty of banks` clients. <i>Banks and Bank Systems</i>, 15(3), 160-170. doi:10.21511/bbs.15(3).2020.14 (Scopus) 2. Bisschoff, C.A. & Joubert, W. 2020. Brand loyalty towards online accommodation booking platforms. <i>Innovative Marketing</i>, 16(2), 1-14. doi: 10.21511/im.16(2).2020.01 (Scopus) 3. Bisschoff, C.A. & Barnard, H. 2019. A model to measure service quality of pharmaceutical wholesalers. <i>Journal of Economic and Behavioural Sciences</i>, 11(3):23-38, July/August. (IBSS) 4. Asvat, R., Bisschoff, C.A. & Botha, C.J. 2019. Developing a conceptual model to measure business performance for private higher education institutions. <i>International Journal of Management in Education</i>, 13(4):307-334 (Scopus) 5. Bisschoff, C.A. & Schmullian, M. 2019. Measuring brand loyalty of consumers towards chicken brands in the KwaZulu-Natal Province of South Africa. <i>Journal of Business and Retail Management Research</i>, 14(1):79-97 (Scopus) https://doi.org/10.24052/JBRMR/V14IS01/ART-08 6. Shaikh, A., Bisschoff, C.A. & Botha, C.J. 2018. Measuring management and leadership competencies of business school educated managers in South Africa. <i>Journal of Business & Retail Management Research</i>, 13(2):152-166 (Scopus) 7. Asvat, R., Bisschoff, C.A. & Botha, C.J. 2018. Factors to measure the performance of private business schools in South Africa. <i>Journal of Economics and Behavioral Studies</i>, 10(6):50-69, December (IBSS) 8. Nchabaleng, G., Botha, C.J. & Bisschoff, C.A. 2018. The use of social media in public relations at South African Non-Governmental Organisations. <i>Journal of Economics and Behavioral Studies</i>, 10(6):150-161, December (IBSS) 9. Nchabaleng, G., Botha, C.J. & Bisschoff, C.A. 2018. The uses, benefits and limitations of social media for public relations in South African non-governmental organisations. <i>Journal of Business and Retail Management Research</i>, 12(3):13-25 (Scopus)
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	10. Shaikh, A., Bischoff, C.A. & Botha, C.J. 2017. A comparative model analysis of managerial competence of business school educated managers. <i>Problems and Perspectives of Management</i>, 15(3):128-146. (IBSS) 11. Shaikh, A., Bisschoff, C.A. & Botha, C.J. 2017. A theoretical model to measure managerial and leadership competence of business school managers. <i>Journal of Economics and Behavioral Studies</i>, 9(6):149-165 (IBSS) 12. Shaikh, A., Bisschoff, C.A. & Botha, C.J. 2017. Identifying factors to measure managerial and leadership competence of business school educated managers. <i>International Review of Management and Marketing</i>, 7(5):140-152. (IBSS)
National publications:	1. Bisschoff, C.A. 2020. 'n Ontleding van Suid-Afrikaanse sakebestuurders se etiese besigheidsbesluitneming: Tendense van 2007 tot 2019. <i>Litnet Akademies (Ekonomiese Wetenskappe)</i>, 17(3): Online. (DHET) 2. Bisschoff, C.A. 2020. 'n Algemene model om handelsmerklojaliteit te meet. <i>Tydskrif vir Geesteswetenskappe</i>, 60(4-2):1-15. doi.10.17159/2224-7912/2020/v60n4-2a (ISI) 3. Rehman, S.M., Bisschoff, C.A. & Botha, C.J. 2019. A Model to measure Academic Performance of Private Higher Education Institutions. <i>Journal of Contemporary Management</i>, 16(2):178-200. (DHET) 4. Bisschoff, C.A. & Michau, B. 2019. 'n Ondersoek na die hindernisse om presisieboerdery in die Oos-Vrystaat te implementeer. <i>LitNet Akademies (Ekonomiese Wetenskappe)</i>, 16(2):1-25. 5. Bisschoff, C.A. 2018. A longitudinal analysis of consumer ethics in South Africa. <i>Tydskrif vir Geesteswetenskappe (Journal of Humanities)</i>, 9(3):58(3):530-547, September (ISI) 6. Bisschoff, CA & Liebenberg, C.L. 2017. An analysis of consumer preferences of meat in a typical South African township. <i>Journal of Contemporary Management</i>, 14(1):554-594 (DHET)

7. Papers delivered (of the last 3 years?)

International papers:	1. Bisschoff, C.A. & Grainger, B. 2019. Buying an agricultural tractor for commercial farming in South Africa. <i>International Farm Management Conference</i>, Tasmania. 3-8 March 2019. 2. Bisschoff, C.A. & Craven, J. 2019. Customer engagement of South African farmers towards their fertilizer supplier. <i>International Farm Management Conference</i>, Tasmania 3-8 March 2019. 3. Bisschoff, C.A. 2019. Feeding Africa – a theoretical review. <i>Proceedings of the International Business Conference</i>, Hermanus. 22-25 September 2019. (In press) 4. Bisschoff, C.A. & Sivhabu, K. 2019. Buying behaviour of explosives by mines in South Africa. <i>Proceedings of the International Business Conference</i>, Hermanus. 22-25 September 2019. (In press) 5. Bisschoff, C.A. & Hanekom, C. 2019. Managing Sales-Marketing Interface in pharmaceutical industries. <i>Australian and New Zealand Marketing Conference</i>, Wellington NZ. 2-5 December 2019. (In press). 6. Bisschoff, C.A. & Bester, C. 2018. The influence of brand loyalty and nutrition in soft drink consumption of South African children. Academy of Marketing Science Annual Conference. New Orleans, LA. 22-25 May. 7. Reynders, K., Botha, M. & Bisschoff, C.A. 2018. Factors influencing customer needs for niche mining equipment in South Africa. <i>Proceedings of the International Business Conference</i>, 12: 283-301. 8. Bisschoff, C.A. & Hill, H. 2018. Measuring the brand loyalty of farmers in the free state province towards agricultural businesses. <i>Proceedings of the International Business Conference</i>, 12:1430-1447 9. Fullerton, S., Bisschoff, C.A. & Fields, Z. 2017. A Look at the Ethical Predisposition of Future South African Business Leaders Regarding Potential Misbehaviour on Both Sides of the Buyer-Seller Dyad. Society of marketing Advances Conference, Louisville, KY. 3-5 Nov. Best paper award.
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