

Abbreviated Curriculum Vitae



Prof Christo A. Bisschoff

Identity no. 6108035143085

North-West University Business School¹

¹ The North-West University (NWU) Business School is an Association of MBA's internationally accredited business school

Personal Information

Title, name and surname:	Prof Christo A. Bisschoff
Employer:	NWU Business School, North-West University (Potchefstroom campus)
Address:	NWU Business School, North-West University, Private bag X6001, Potchefstroom, 2520.
Gender:	Male
Date of birth:	3 August 1961
Marital status:	Married to Antoinette They have two sons: • Wilhelm (29) is an Electrical Engineer in Christchurch, NZ • Christo (31) holds a PhD in Sport and Exercise Science and lectures at the North-West University

1. General information

Professional registrations & memberships:	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)
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2. Employment history

Time frame	Employment & responsibilities	Employer
1986-1988	Director: Irrigation farming • Managing farm activities • Budgeting • Production planning of crops/animals • Financial management • Marketing	Wetkous Farming (Pty) Ltd
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
1991-1995	Lecturer in Business Management (promoted to Senior Lecturer in 1994)	University of Pretoria
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	NWU Business School, North-West University.

	• Manager: MBA study schools (Details on these follows later in CV)	
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3. Qualifications

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

Qualification type:	Baccelaurius Commercii
Field of study:	Business Management & Economics majors
Institution:	University of Port Elizabeth (Nelson Mandela Metropolitan University)
Year obtained:	1986

4. Commercialisation of expertise

Consults and advises businesses of various kinds and sizes on the following fields of management: • Business scenarios and new business ventures • Strategy & Strategic planning • Marketing & Business management issues • Mentoring & coaching in staff development • Marketing strategy • Business plans • Marketing plans • Agricultural research & agribusiness management • Business reengineering

5. Teaching expertise

Taught the following modules on pre-graduate level at University of Pretoria, South Africa (5 years of experience):

- Marketing management (consumer behaviour, research, industrial (B2B) marketing, services marketing, strategic marketing and general marketing)
- Research
- Strategic management
- Business management

Teach executive MBA at the North-West University's business school, South Africa (experience 20+ years):

- Marketing management
- General management
- Research methodology
- Organisational behaviour

Executive education teaching (experience 20+ years):

- Marketing (Middle management level)
- Marketing strategy (Advanced management level)
- Management (Foundation course)
- Strategy
- Project management & Advanced Project management

6. Student evaluations

Module	2016	2017	2018	2019
MBA Marketing Management (<i>Teaching excellence</i> $\geq 70\%$)	81.8%	82.7%	92.6%	90.0%
Campus Potchefstroom			90.9%	89.6%
Campus Vanderbijlpark			94.4%	90.8%
Executive education: Marketing Management (<i>Teaching excellence</i> $\geq 75\%$)	81%	87%	89%	90%
Executive education: Marketing strategy (<i>Teaching excellence</i> $\geq 75\%$)	91%	90%	88%	91%
Executive education: Project management (<i>Teaching excellence</i> $\geq 75\%$)	94%	93%	94%	93%

Note: Mean values of multiple executive education groups indicated;
The mean value of two MBA campuses indicated

7. Academic management positions

Served as academic manager in the capacity of:

- *Module Manager:* Business management for engineers (1993-1995)
MBA Marketing module (2015-current)
- *MBA Telematic Programme Manager* (2000-2005)

The telematic programme was an off-campus MBA with live television transmissions and study centres where facilitators guided students. The student numbers were at peak 900

MBA students spread over the 3 study years. I managed the 84 facilitators that were employed across the 21 study centres in South Africa (and some internationally) in totality (with a strong full-time admin contingent to my disposal)

- *MBA Study School Manager* (since 2010 to current)

Two MBA study schools are held annually which includes all three campuses of the business school. In total about 250 MBA student are included in one location. The administrative, logistical and academic roles are part of my portfolio. Students are also provided catering while social functions also form part of the study school.

- *Executive Learning Programme Manager* (Advanced Project management) (2012 to current)

Apart from normal academic custodianship of the academic programme the logistical and also the financial responsibility of profitable executive learning forms part of this portfolio.

- *Marketing Manager of the NWU Business School*

I am fully responsible for marketing management of the business school, its programmes and its executive education. This includes the advertising strategy, monitoring of responses, student numbers and marketing material. In addition, I am the brand management watchdog and also manage the public relations role of the business school. (I do have a full-time PRO to assist me, as well as respective programme managers).

Other Service rendered to the North-West University (in the following capacities):

- Board Member of the University Pension Fund (2003-2008)
- Housemaster of the university's lady's dormitory "Karlien" (1998-2006)
- Official rugby football coach: u/19, u/21 & 3rd team seniors (1997-2010)
- Served on various academic boards and panels for both the university as well as for the National Department of Higher Education.
- Programme evaluator

Service rendered to the external bodies (in the following capacities):

- Panel member in the RSA MBA re-accreditation in 2001 (RSA Council for Higher Education)
- Programme evaluator for the Faculty of Economic Sciences programmes at University of KwaZulu-Natal in 2017 (University of KwaZulu-Natal)
- Research development advisor for the Management College of SA and Regent Business School (2007- current)
- Numerous smaller academic programme evaluations for a number of universities

8. Awards received

- *The Faculty of Economic and Management Sciences Dean's Top 5 & Top 20 awards:*

I have received the **Top 5** for 5 consecutive years since the inception thereof in 2011. In all 5 these years I have held the position as either the 2nd or the 3rd best lecturer in the Faculty of Economic and Management Sciences at the North-West University.

- *Sports ethics award*

I have been honoured by the *Sport ethics award* in 2015 for my contribution in sport and business ethics.

- The North-West University's "*Excellence in teaching award*" in *Category B* was received in 2003.
- In 2018 the *North-West University Research grant* was awarded to me together with a 5-month research sabbatical to enhance my research in sports ethics and business ethics.
- *Best paper awards* at the Society for Marketing Advances conference (2017), International Business Conference (2013), International Conference on Business Management (2008) and at the International Conference on Management (2002)

9. Research Indices

South African National Research Foundation rating: C3

Citations = 806 (2016: 534)

h-index = 16 (2016: 12)

i10 index = 22 (2016: 15)

Scopus H-index = 4

Web of Science Index = 2

ResearchGate score = 19.33

10. Research Grants (Since 2015 years)

Year	Sponsor & Type of grant	Amount in ZAR
2015	Department of Education	R118,500
2016	Department of Education	R163,050
2017	Department of Education	R143,000
2018	North-West University Research grant Department of Education Faculty Research Grant	R42,000 R102,500 R20,000
2019	Department of Education North-West University Research grant Faculty Research Grant	R143,000 R40,000 R15,000
2020	National Research Foundation North-West University Research grant Faculty Research Grant Business School Research Grant Department of Education	R40,000 R30,000 R40,000 R5,000 R114,000

11. PhD and Masters' studyleader- and promotorships

PhD theses successfully guided towards graduation:

11

MBA dissertations successfully delivered:

> 200 MBA dissertations.

Pipeline students:

2 PhD and 4 Masters students in the pipeline.

12. Editorship, External examiner and Reviews

Editor in Chief: Proceedings of the International Business Conference 2014-2016

Head of the Technical Committee for the International Business Conference 2017-2018 (Resigned the editorship due to workload) & 2020

Reviewer for multiple journals locally and internationally

External examiner for at least five other universities annually (2 international)

13. Research Expertise and projects

- Brand loyalty
- Customer service management
- Business ethics (Registered research project 2005-2024)
- Sports ethics (Registered research project 2018-2024)
- Consumer preferences of meats
- Agribusiness

14. Publications

Total career publications exceed 120 journal articles and conference papers.

Peer-reviewed & accredited by South African Council of Higher Education

(List includes articles since 2001, pre-2001 publication list available on request – also available on *Google Scholar* or *ResearchGate*)

International publications (2000 onwards)

1. Bisschoff, C.A. 2021. Factors to measure the academic performance of private higher education institutions. *Revista de Educacion*, In Press (Web of Science).
2. Rehman, S., Bisschoff, C.A. & Botha, C.J. 2021. Measuring and managing brand loyalty of banks` clients. *International Journal of management in Practice*, In press. (Scopus)
3. Bisschoff, C.A. 2020. Measuring and managing brand loyalty of banks` clients. *Banks and Bank Systems*, 15(3), 160-170. doi:[10.21511/bbs.15\(3\).2020.14](#) (Scopus)
4. Bisschoff, C.A. & Joubert, W. 2020. Brand loyalty towards online accommodation booking platforms. *Innovative Marketing*, 16(2), 1-14. doi: [10.21511/im.16\(2\).2020.01](#) (Scopus)
5. Bisschoff, C.A. & Barnard, H. 2019. A model to measure service quality of pharmaceutical wholesalers. *Journal of Economic and Behavioural Sciences*, 11(3):23-38, July/August. (IBSS)

6. Asvat, R., Bisschoff, C.A. & Botha, C.J. 2019. Developing a conceptual model to measure business performance for private higher education institutions. *International Journal of Management in Education*, 13(4):307-334 (Scopus)
7. Bisschoff, C.A. & Schmullian, M. 2019. Measuring brand loyalty of consumers towards chicken brands in the KwaZulu-Natal Province of South Africa. *Journal of Business and Retail Management Research*, 14(1):79-97 (Scopus) <https://doi.org/10.24052/JBRMR/V14IS01/ART-08>
8. Shaikh, A., Bisschoff, C.A. & Botha, C.J. 2018. Measuring management and leadership competencies of business school educated managers in South Africa. *Journal of Business & Retail Management Research*, 13(2):152-166 (Scopus)
9. Asvat, R., Bisschoff, C.A. & Botha, C.J. 2018. Factors to measure the performance of private business schools in South Africa. *Journal of Economics and Behavioral Studies*, 10(6):50-69, December (IBSS)
10. Nchabaleng, G., Botha, C.J. & Bisschoff, C.A. 2018. The use of social media in public relations at South African Non-Governmental Organisations. *Journal of Economics and Behavioral Studies*, 10(6):150-161, December (IBSS)
11. 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. *Journal of Business and Retail Management Research*, 12(3):13-25 (Scopus)
12. Shaikh, A., Bisschoff, C.A. & Botha, C.J. 2017. A comparative model analysis of managerial competence of business school educated managers. *Problems and Perspectives of Management*, 15(3):128-146. (IBSS)
13. Shaikh, A., Bisschoff, C.A. & Botha, C.J. 2017. A theoretical model to measure managerial and leadership competence of business school managers. *Journal of Economics and Behavioral Studies*, 9(6):149-165 (IBSS)
14. Shaikh, A., Bisschoff, C.A. & Botha, C.J. 2017. Identifying factors to measure managerial and leadership competence of business school educated managers. *International Review of Management and Marketing*, 7(5):140-152. (IBSS)
15. Imandin L, Bisschoff, C.A. & Botha, C.J. 2016. Confirmatory analysis of the model to measure employee engagement. *Problems and Perspectives in Management*, 14(2):90-100. (IBSS)
16. Bisschoff, C.A. 2016. An analysis of the reading prowess and its relationship to academic performance of Executive MBA students in South Africa. *Revista Kasmera*, 44(9): 22-38.(ISI)

17. Hamid, Z., Bisschoff, C.A. & Botha, C.J. 2016. The role played by principals as managers and leaders of public schools in Swaziland. *International Journal of Education Science*, 12(3): 219-234. (ISI, Norwegian, Scopus)
18. Bisschoff, C.A. & Cloete, D. 2016. Identification and analysis of South African managers' latent behavioral drivers towards proactive health care. *Revista Kasmera*, 44(2):44-72.
19. Hamid, Z., Bisschoff, CA & Botha, CJ. 2015. Work Stress and its Influence on the Work Performance of Swaziland Teachers in the Swaziland School Education System. *Journal of Psychology*, 6(2): 142-157. *IBSS Journal*.
20. Chummun, Z & Bisschoff, CA. 2015. A South African Perspective of Microinsurance. *Revista Kasmera*, 43(1):187-210 (ISI)
21. Chummun, Z & Bisschoff, CA. 2015. Validating a Theoretical Model to Measure the Business Success of Microinsurance (MI) in South Africa. *Journal of Social Sciences*, (42)3:143-155 (IBSS)
22. Hamid, Z., Bisschoff, CA & Botha, CJ. 2015. An analysis of the Swaziland public educational environment and its role-players. *Problems and Perspectives in Management*, 13(2):129-142 (IBSS)
23. Bisschoff, CA & Cloete, D. 2015. A measurement and analysis of patient health proactivity health management of South African managers in comparison to United States managers' actions. *Revista Kasmera*, 43(1):57-82 (ISI)
24. Imandin, L., Bisschoff, CA & Botha, CJ. 2015. Measuring employee engagement of South African managers. *Journal of Psychology*, 6(2):110-124. (IBSS)
25. Imandin, L., Bisschoff, CA & Botha, CJ. 2015. Validating the model to measure employee engagement. *Revista Kasmera*, 43(2):57-91 (ISI)
26. Mutambara E., Botha, C. and Bisschoff C. 2015. Perceptions of Organizational Politics at a National Electricity Provider in Southern African Development Community (SADC). *Journal of Economics*, 6(3): 291-301. (IBSS)
27. Hamid, Z., Bisschoff, CA & Botha, CJ. 2015. Work Stress and its Influence on the work performance of Swaziland Teachers in the Swaziland School Education System. *Journal of Psychology*, 6(2):142-157. (IBSS)
28. Fields, Z. & Bisschoff, C.A. 2014. Developing and Assessing a Tool to Measure the Creativity of University Students. *Journal of Social Sciences*, 38(1):23-31. (IBSS)

29. Mutambara, E., Botha, C.J. Bisschoff, C. 2014. Investigating the Effects of Organisational Politics at a National Electricity Provider in SADC Region. *Journal of Social Sciences*, 41(3):499-510. (IBSS)
30. Mutambara, E., Botha, C.J. Bisschoff, C. 2014. Investigating managerial practices for minimizing organisational politics at the Zimbabwean electricity provider. *Journal of Social Sciences*, 41(3):487- 497. (IBSS)
31. Mutambara, E, Botha, C.J. & Bischoff, C.A. 2014. An Overview of the Nature and Extent of Organisational Politics at the National Electricity Provider in a Southern African Development Community Country (SADC). *Journal of Social Sciences*, 40(2):277-294 (IBSS)
32. Moolla, A.I. & Bisschoff, C.A. 2013. An empirical model to measure brand loyalty of Fast-moving Consumer Goods. *Journal of Economics*, 4(1):1-9. (IBSS)
33. Chummun, Z. & Bisschoff, C.A. 2013. Measuring business success of Microinsurance in South Africa. *Journal of Social Sciences*, 35(2):71-79. (IBSS)
34. Bisschoff, C.A., Van Staaden, H. & Buys, A. 2013. The effectiveness of dual branding in the agricultural sector. *Managing Global Transitions*, 11(1)79-110. (IBSS)
35. Fields, Z. & Bisschoff, C.A. 2013. A Theoretical Model to Measure Creativity at a University. *Journal of Social Sciences*, 34(1):47-59. (IBSS)
36. Fields, Z. & Bisschoff, C.A. 2013. A Model to Measure Creativity in Young Adults. *Journal of Social Sciences*, 37(1):55-67. (IBSS)
37. Bisschoff, C.A., Botha, C.J. & Naidoo, K. 2013. Causes of stress in public schools and its impact on work performance of educators. *Journal of Social Sciences*, 34(2)177-190. (IBSS)
38. Bisschoff, C.A., Botha, C.J. Naidoo, K. & Du Plessis, A. 2012. Management and leadership factors in South African schools. *Asia Pacific Journal of Business and Management*, 3(2):50-66. (IBSS)
39. Bisschoff, C.A. & Breedts, T.F. 2012. The need for disabled friendly accommodation in South Africa. *African Journal of Business Management*, 6(41):10534-10541. (ISI)
40. Rasool, F., Botha, C.J. & Bisschoff, C.A. 2012. The effectiveness of South Africa's immigration policy for addressing skills shortages. *Managing Global Transitions* 10(4):399-419. (IBSS)
41. Bisschoff, C.A. & Lotriet R.A. 2012. Factor Identification in Managerial Ethics. *African Journal of Business Management*, 6(43):10741-10749. (ISI)
42. Bisschoff, C.A. & Moolla, A.I. 2012. Empirical evaluation of a model that measures the brand loyalty for fast moving consumer goods. *Journal of Social Sciences*, 32(3):341-355. (IBSS)

43. Bisschoff, C.A. 2012. Empirical evaluation of a preliminary model to identify low-risk MBA applicants *Managing Global Transitions*, 10(2):171-186. (IBSS)
44. Bisschoff, C.A., Rasool, F. & Botha, C.J. 2012. Push and pull factors in relation to skills shortages in SA. *Journal of Social Sciences*, 30(1):11-20. (IBSS)
45. Bisschoff, C.A. & Moolla, A.I. 2012. Validating a model to measure the brand loyalty of fast-moving consumer goods. *Journal of Social Sciences*, 31(2):101-115. (IBSS)
46. Bisschoff, C.A. & Moolla, A.I. 2012. A model to measure the brand loyalty for fast moving consumer goods. *Journal of Social Science*, 31(1):75-81.

South African National publications (2000 onwards)

1. Bisschoff, C.A. 2020. 'n Ontleding van Suid-Afrikaanse sakebestuurders se etiese besigheidsbesluitneming: Tendense van 2007 tot 2019. *Litnet Akademies (Ekonomiese Wetenskappe)*, 17(3): Online. (DHET)
2. Bisschoff, C.A. 2020. 'n Algemene model om handelsmerklojaliteit te meet. *Tydskrif vir Geesteswetenskappe*, 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. *Journal of Contemporary Management*, 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. *LitNet Akademies (Ekonomiese Wetenskappe)*, 16(2):1-25.
5. Bisschoff, C.A. 2018. A longitudinal analysis of consumer ethics in South Africa. *Tydskrif vir Geesteswetenskappe (Journal of Humanities)*, 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. *Journal of Contemporary Management*, 14(1):554-594 (DHET)
7. Bisschoff, CA & Moolla, AI. 2015. A simplified model to measure brand loyalty of fast-moving consumer goods. *Tydskrif vir Geesteswetenskappe (Journal of Humanities)*, 55(4):525-534, December (ISI):
8. Bisschoff, C.A., Botha, D., Fourie, J.D. & Botha, C.J. 2012. Evaluating the impact of the MPRDA on Women in Mining? *Journal for the SA Institute of Mining and Metallurgy*, 112(1):1-10 (IBSS).
9. Bisschoff, C.A. & Van Wyk, A. 2012. Die beeld van 'n hoërskool (The image of a secondary school). *Tydskrif vir Geesteswetenskappe (Journal of Humanities)*, 52(3):415-434, Sept. (ISI)
10. Bisschoff, C.A. & Craven, P. 2011. 'n Vergelykende studie van etiese bestuurspersepsies tussen bestuur en die produksie-afdeling in 'n internasionale landboumaatskappy. (A comparative study of ethical managerial perceptions in an international agricultural company). *Tydskrif vir Geestes-wetenskappe (Journal of Humanities)*, 51(3):354:372 (ISI)
11. Bisschoff, C.A. & Fullerton, S. 2011. Managerial business ethics: An exploratory comparison in South Africa - 1987 versus 2009. *African Journal of Business Ethics*, 5(1):14-25. (ISI)
12. Bisschoff, C.A. 2010. Brand positioning in the remarketing automotive industry. *Commercium*, 9(1):24-44.
13. Bisschoff, C.A. & Lotriet, R.A. 2009. Die dienskwality van die Puk Rugby Instituut. *Tydskrif vir Geestes-wetenskappe*, 49(2):266-286 (ISI).

14. 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. *SA Journal of Economic & Management Sciences*, 11(2):157-172. (ISI)
15. Bisschoff, C.A. 2005. A preliminary model to identify low-risk MBA students. *South African Journal of Economic & Management Science*. 2005(3):300-309. Sept.
16. Bisschoff, C.A. 2006. A visionary glimpse into challenges facing marketing. *Category E research paper*. North-West University, Potchefstroom.
17. Bisschoff, C.A. 2002. Empirical evaluation of a forecasting model for successful facilitation on telematic learning programmes. *SA Journal of Higher Education*, 16(2):104-111.
18. Bisschoff, C.A. 2002. Advertising effectiveness of SA newspapers in the higher education market. *SA Journal of Higher Education*, 16(3):103-108.
19. Bisschoff, C.A. & Bisschoff, A. 2001. Customer service factors of a Telematic Learning BBA degree. *South African Journal of Education*, 2001 21(4):228-232.

Research papers presented and published at conferences (peer reviewed & accredited as subsidy bearing publications by South African Council of Higher Education)

International papers (2000 onwards)

1. Bisschoff, C.A. & Grainger, B. 2019. Buying an agricultural tractor for commercial farming in South Africa. *International Farm Management Conference*, Tasmania. 3-8 March 2019.
2. Bisschoff, C.A. & Craven, J. 2019. Customer engagement of South African farmers towards their fertilizer supplier. *International Farm Management Conference*, Tasmania 3-8 March 2019.
3. Bisschoff, C.A. 2019. Feeding Africa – a theoretical review. *Proceedings of the International Business Conference*, Hermanus. 22-25 September 2019. (In press)
4. Bisschoff, C.A. & Sivhabu, K. 2019. Buying behaviour of explosives by mines in South Africa. *Proceedings of the International Business Conference*, Hermanus. 22-25 September 2019. (In press)
5. Bisschoff, C.A. & Hanekom, C. 2019. Managing Sales-Marketing Interface in pharmaceutical industries. *Australian and New Zealand Marketing Conference*, Wellington NZ. 2-5 December 2019. (In press).
6. Bisschoff, CA & 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. *Proceedings of the International Business Conference*, 12: 283-301.
8. Bisschoff, C.A. & Hill, H. 2018. Measuring the brand loyalty of farmers in the free state province towards agricultural businesses. *Proceedings of the International Business Conference*, 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.**
10. Bisschoff, C.A. & Sekwati, P.J. 2016. The attitudes of pharmacists towards generic medicines. International Business Conference, Dar es Salaam, Tanzania. 22-24 September.
11. Fullerton, S., Bisschoff, C.A. & Neale, L.G. 2016. Technomarketing: An assessment of the underlying structure concerning the perceived effectiveness of an array of technology-based marketing strategies. Paper delivered at the *Society for Marketing Advances*, Atlanta, GA. 2-5 November.

12. Bisschoff, C.A. & Liebenberg, P. 2016. Identifying factors that influence green purchasing behavior in South Africa Paper to be delivered at the *Society for Marketing Advances*, Atlanta, GA. 2-5 November.
13. Bisschoff, C.A. & Chummun, Z. 2016. A conceptual model to measure the profitability of low-income insurance cover in South Africa. Paper to be delivered at the *International Business Conference*, Langebaan SA, 25-28 September.
14. Bisschoff, C.A. & Basson, S. 2015. A conceptual model to measure brand loyalty programme on a premium pet food brand. *9th International Business Conference*, Victoria Falls, Zambia. 23-25 Sep.
15. Bisschoff, C.A. & Chummun, Z. 2015. A theoretical model to measure the profitability of low-income insurance cover. *9th International Business Conference*, Victoria Falls, Zambia. 23-25 Sep.
16. Bisschoff, C.A. 2015. Brand loyalty of livestock farmers in South Africa. *20th International Farm Management Conference*, Quebec, Canada. 24-30 July.
17. Bisschoff, C.A. & Du Plooy, H. 2014. A measurement of brand loyalty in the pharmaceutical industry of South Africa. *9th International Business Conference*, Swakopmund, Namibia. 20-23 Sep.
18. Bisschoff, C.A. & Van den Heever, Q. 2014. A model to assess business-to-business brand loyalty in the South African paint manufacturing industry. *9th International Business Conference*, Swakopmund, Namibia. 20-23 Sep.
19. Fullerton, S. & Bisschoff, C.A. 2013. Ethical predisposition of business students: using the results from 12 countries to compare attitudes on six continents. *7th International Business Conference*, Mahe, Seychelles. 2-5 Sep. **Best paper award.**
20. Bisschoff, C.A. & Hubinger, A. 2013. Measuring and transferring selected skills for managerial competence across the Generations: from baby boomers to Generation Y. *7th International Business Conference*, Mahe, Seychelles. 2-5 Sep.
21. Bisschoff, C.A. & Rapule, S. 2013. Changes measured in the ethical predisposition of the next generation of business leaders in SA – 2007 vs 2011. *7th International Business Conference*, Mahe, Seychelles. 2-5 Sep.
22. 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.
23. 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
24. 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.

25. 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.
26. Bisschoff, C.A & Thekiso, A. 2012. Identifying skills for managerial competence of South African managers. 6th International Business Conference, Mombasa, Kenya. 27-31 August.
27. 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.
28. 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.
29. 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.
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15. Contact details

For any enquiries or otherwise the contact details are:

Address: Prof Christo A Bisschoff
NWU Business School
Potchefstroom Campus
North-West University
Private Bag X6001
Potchefstroom, 2520
South Africa

Email: Christo.bisschoff@nwu.ac.za

Tel. no.: +27 18 293-3046 (home & fax)
+27 18 299-1411 (office)
+27 84 548 2256 (mobile)