

Curriculum Vitae

1. General information

Title, name and surname:	Prof JJ Prinsloo
Maiden name:	
Date of birth:	24 September 1962
Gender:	Male
Nationality	South African
Marital status:	Divorced
Citizenship:	South Africa
Professional registrations:	

2. Contact details

Organisation where based:	NWU Business School, North-West University
Faculty or School:	Faculty of Economic and Management Sciences
Work telephone number:	
Work fax number:	
Cell phone number:	0829040977
E-mail address:	Hein.Prinsloo@nwu.ac.za
Website address:	http://commerce.nwu.ac.za/business-school
Work postal address:	Internal Box 296, NWU Business School
Work physical address:	

3. Qualifications (start with highest qualification)

Qualification type:	PhD
Field of study:	Business Management (Sport Marketing)
Institution:	North West University
Year obtained:	2001

Qualification type:	M Com
Field of study:	Marketing
Institution:	University of Pretoria
Year obtained:	1997

4. Employment history (start with current position)

Position:	Organisation	Appointed from – to:
	NWU Business School	2014

5. Research expertise

Scientific domain:	Management
Main research field:	Marketing
Fields of specialization:	Sport marketing/Adventure tourism marketing
NRF rating and year rated:	N/A

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

International publications:	Isibirye, Prinsloo & Pelser, 2017. Effect of service quality on occupancy levels at Molopo Lodge in Mafikeng, South Africa. African Journal of Hospitality, Tourism and Leisure, Volume 6 (3) – (2017) ISSN: 2223-814X Copyright: C 2017 AJHTL – Open Access – Online @ http://ajhtl.com. Beukes, Prinsloo & Pelser, 2017. Customer service expectations from South African Beverage suppliers in urban and rural areas. Journal of Economics and Behavioral studies (ISSN: 2220-6140) Vol. 9, No. 3, pp. 28-45. June 2017. Sigwele, Prinsloo & Pelser, 2018. Strategies for branding the city of Gaborone as a tourist destination. African Journal of Hospitality, Tourism and Leisure, Volume 7 (2) - (2018) ISSN: 2223-814X Copyright: © 2018 AJHTL - Open Access- Online @ http://www.ajhtl.com. Ateba & Prinsloo, 2018. The Electricity Security in South Africa: Analising Significant Determinants to the Grid Reliability. International Journal of Energy Economics and Policy, 2018, 8(6), 1-10. ISSN: 2146-4553. Available at http://www.econjournals.com. Ateba, Prinsloo & Fourie, 2018. The impact of energy fuel choice determinants on sustainable energy consumption of selected South African households. Journal of Energy in South Africa, 29(3): 51-65. DOI: http://dx.doi.org/10.17159/2413-3015/2018/v29i3a4714. Published by the Energy Research Centre, University of Cape Town ISSN: 2413-3015 http://journals.assaf.org.za/jesa. Ateba & Prinsloo, 2018. Strategic management for electricity supply sustainability in South Africa. Journal of Utilities Policy, Matthysen, Prinsloo & Pelser, 2019. Key relationship principles for retail tenants and shopping centre management. Journal of Contemporary Management. ISSN: 1815-7440. Accredited by DHET. Volume 16, 2019, pp. 73 - 105 Beukes, Prinsloo & Pelser, 2019. Customer service expectations from South African Alcoholic beverage suppliers. Alternation. Electronic ISSN: 2519-5476. Print ISSN: 1023-1757. DOI https://10.29086/2519-5376/2018/v25nla7. Southern African Volume 25, Number1 (2018). Pages 127 – 153. Benedict B. Ateba a, Johannes J. Prinsloo b, Remigiusz Gawlik, 2019. The significance of electricity supply sustainability to industrial growth in South Africa. Contents lists available at ScienceDirect. Energy Reports journal homepage: www.elsevier.com/locate/egyr.
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	(http://creativecommons.org/licenses/by-nc-nd/4.0/). Energy Reports 5 (2019) 1324–1338. Mbukanma Ifeanyi, Ravinder Rena* and J.J. Hein Prinsloo, 2019. The National Strategy on Financial Literacy: A Conceptual Review of South African Perspectives. <i>The National Strategy on Financial Literacy, Journal of Reviews on Global Economics, 2019, Vol. 8 3.</i> © 2019 Lifescience Global, E-ISSN: 1929-7092/19.
National publications:	

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

International papers:	2017 The SAIMS, 29th annual Conference, 10-12th September 2017. Management research: Science serving practice. Kopano Nokeng Country Lodge & Conference Centre, Bloemfontein. • Effects of ICT adoption by SME owners on production in the Borolong area of Botswana. • Wines2Whales mountain bike events: Rider segmentation (WIP) International Business Conference 2017, Dar Es Salaam, Tanzania. • The contribution of skateboarding to societal challenges. PS Radikonyana, JJ Prinsloo & TG Pelser. • The effects of ICT within the sme environment of the Borolong area of Botswana. T.G. Pelser, J.J. Prinsloo & G. Chube. 2018 South African Association of Public Administration and Management, 18th Annual Conference, Mmabatho Palms, Mahikeng, 8-11 May 2018. • Leadership model to address the challenges of the Eastern Cape public sector. D A Kalenzi, T Pelser & JJ Prinsloo. 12th International Business Conference, Mauritius, 23-26 September 2018. • Strategies for branding the city of Gaborone. L Sigwele & JJ Prinsloo. • Domestic usage of traditional biomass energy fuels in South Africa and it's associated environmental effects (Work in progress). B Ateba & JJ Prinsloo.
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	2019 International Conference on the Future of Tourism (ICFT), The open University of Tanzania, Arusha – 16th to 17th April 2019.09.16 • Competitiveness of Botswana as a tourist destination. Sechele-Mosimanegape & Prinsloo. 13th International Business Conference, Hermanus, South Africa, 22-25 September 2019. • Measuring the long-term health of selected brands in South Africa, using the Brand Health index. Khumalo, Pelser & Prinsloo. • Marketing evolution of performance enhancing drugs in professional cycling (work in progress). Radikonyana, Prinsloo & Pelser. 2020 5th Business & Entrepreneurial Economics Conference 2020 20/5 - 23/5 2020. Virtual Conference, University of Zagreb - Croatia • Measuring the long-term health of selected brands in an emerging market using the Brand Health Index. T. G. Pelser, A. N. Khumalo & Prof. J. J. Prinsloo IISes International Academic Virtual Conference, Prague, Tuesday, June 23, 2020 • Marketing evolution of performance enhancing drugs in professional cycling. P.S. Radikonyana, J. J. Prinsloo & T. G. Pelser
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