

Curriculum Vitae

1. General information

Title, name and surname:	Dr Carinda Williams
Maiden name:	Beytell
Date of birth:	14 Januarie 1985
Gender:	Female
Nationality	RSA (South Africa)
Marital status:	Divorced
Citizenship:	RSA (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:	018 299 1344
Work fax number:	
Cell phone number:	071 689 1198
E-mail address:	carinda.williams@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:	Marketing Management
Institution:	NWU (Potchefstroom Campus)
Year obtained:	2017

Qualification type:	MCom
Field of study:	Marketing Managment
Institution:	NWU (Potchefstroom Campus)
Year obtained:	2010

4. Employment history (start with current position)

Position:	Organisation	Appointed from – to:
Lecturer MKTM521 (Supporting lecturer)	NWU Business School	2019 - current
Senior lecturer and programme leader for the Marketing Programme	NWU (Potchefstroom Campus)	2011 - current

5. Research expertise

Scientific domain:	Marketing Management
Main research field:	Relationship Marketing
Fields of specialization:	Customer engagement, Relationship Marketing, Services Marketing, Consumer Behaviour
NRF rating and year rated:	

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

International publications:	Williams, C.C. & Mackay, N. 2020. Customer engagement in retail banks: scale development and validation. <i>The retail and Marketing review</i>, 16(1):40-52.
National publications:	

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

International papers:	- Nel, H., Williams, C.C. & Mackay, N. The role of service quality on customer engagement within the South African open medical aid industry. 13th <i>International Business Conference</i>. Kleinmond. 22 – 25 September. 2019. - Williams, C.C. & Mackay, N. 2017. Customer engagement guidelines for South African retail banks. 11th <i>International Business Conference</i>. Dar Es Salaam. 24 – 27 September 2017. - Williams, C.C. & Goldberg, R.H. 2017. The relationships between positive emotions, satisfaction and loyalty of radio listeners. 11th <i>International Business Conference</i>. Dar Es Salaam. 24 – 27 September 2017.
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