

LECTURERS RESEARCH LIST

BISSCHOFF CHRISTO, PROF

International Publications (list publications of the last 3 years)

1. 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)
2. 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)
3. 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)
4. 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)
5. 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>
6. 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)
7. 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)
8. 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)
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. *Journal of Business and Retail Management Research*, 12(3):13-25 (Scopus)
10. 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)
11. 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)

12. 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)

National & International Publications (list publications of the last 3 years)

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)

International Papers delivered (of the last 3 years)

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.**