

CURRICULUM VITAE

Prof MARIUS POTGIETER

1. PERSONAL INFORMATION

Identity number: 6001305034086
Date of birth: 30 January 1960
Gender: Male
Marital status: Single
Nationality: South African

HOME ADDRESS

The Palms B3
Mmabatho Palms Casino
Nelson Mandela Drive
Mmabatho, South Africa

POSTAL ADDRESS

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South Africa

WORK ADDRESS

Postal:
Faculty of Economic and Management Sciences
School of Management Sciences
North West University (NWU)
Private Bag X2046
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South Africa

Physical:

North West University (NWU)
Faculty of Economic and Management Sciences
School of Management Sciences
Building A3, Block A, Room G17
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2. EDUCATIONAL QUALIFICATIONS

2.1 UNIVERSITIES ATTENDED

- 1) Tshwane University of Technology (TUT)
Doctor Technologiae: Marketing (D Tech) – July 2009
Thesis:
The marketing information system: a management tool for South African tour operators
- 2) University of South Africa (UNISA)
Masters of Commerce: Business Economics (Marketing) – 1998
Dissertation:
'Die behoefte van verbruikers na kleinhandelsafsetpunte in die Soshanguve woongebied'
[Consumers' needs for retail outlets in the Soshanguve area]
- 3) UNISA
Honours Bachelor of Commerce: Business Economics – 1990
Research project:
'Bepaling van die verbruiker se vlak van bewustheid van Translux'
[Establishing consumers' level of awareness of Translux]
- 4) UNISA
Post Graduate Diploma in Marketing Management – 1985
Research project:
'Navorsing om te bepaal wat die houding van die publiek is teenoor 'n spesifieke advertensie van die Suid-Afrikaanse Lugdiens'
[Research to determine the attitude of the public towards a specific advertisement of South African Airways]
- 5) UNISA – 1983
Subjects: Business Economics I, Economics I, Statistics I – subjects required by UNISA for non-degree purposes as prerequisite for post-graduate studies because the BBA degree is a non-South African qualification.
- 6) Andrews University, Berrien Springs, Michigan, USA
Bachelor of Business Administration (BBA: 4 years) – 1978 to 1981

2.2 SCHOOLING

Hoërskool Vryburger: 1973 – 1977
Primrose, Germiston
Highest standard passed: Standard 10 (Grade 12, Matriculated)

3. ACADEMIC ACHIEVEMENTS

3.1 PAPERS PRESENTED AT PEER REVIEWED CONFERENCES

ENWEREJI, P.C. & POTGIETER, M. 2019. Factors to enhance a responsible payment culture for municipal services: a qualitative review. At the International Conference on Elections and Electoral Violence in Africa of Havilah Glo, 4-6 December, Lagos, Nigeria.

ENWEREJI, P.C. & POTGIETER, M. 2019. Strategic leadership qualities to enhance the payment culture for municipal services in an African context. At the International Conference on Elections and Electoral Violence in Africa of Havilah Glo, 4-6 December, Lagos, Nigeria.

OLUTADE, E.O., POTGIETER, M. & AJEMUNIGBOHUN, S. 2019. Social Media as an effective tool to influence young consumers' attitude towards consumer packaged goods: A conceptual framework. At the International Institute of Education, Research and Development's (IIERD) International Conference on Future Businesses (ICFUBUS-19), 20-21 September, Florida, USA.

KAGISO, N. & POTGIETER, M. Developmental Support for SMMEs in Mahikeng: SMME needs versus Support Programs. *In*: Conference Proceedings of the 2019 International Business Conference 2019 (IBC), 22-25 September, Hermanus, South Africa.

OLUTADE, E.O., POTGIETER, M. & ADEOGUN, A.W. 2019. Effect of social media platforms as marketing strategy of achieving organisational marketing objectives among innovative consumers: a comparative study of South Africa and Nigeria. At the American Canadian Conference for Academic Disciplines of the International Journal of Arts and Sciences (IJAS), 5-8 June, Toronto, Canada. *RECOGNITION – Outstanding research and presentation.*

POTGIETER, M., EPOSI, E. & PELSER, F. 2019. Supply Chain Management by municipalities in the Ngaka Modiri Molema District, South Africa. *In*: ICBST 2019 Conference Proceedings of the 6th International Conference on Business, Science and Technology (ICBST), 12-14 April, Ho Chi Minh, Vietnam.

KAGISO, N.P. & POTGIETER, M. 2018. Challenges hampering SMME development in Mahikeng. *In*: SAIMS 2018 Conference Proceedings, Celebrating 30 years of research-inspired management advancement, of the 30th conference of the Southern African Institute of Management Scientist (SAIMS), 16-19 September, Stellenbosch, South Africa.

POTGIETER, M. & MANDLASI, T. 2018. Young South African consumers versus FMCG reward programs. *In*: ABEM 2018 Conference Proceedings, Barriers to Inclusive Growth Strategies in Developing Countries, of the 4th Academy of Business and Emerging Markets (ABEM) Conference, 1-3 August, Manila, Philippines.

POTGIETER, M. & MAPANGA, F. 2017. Factors influencing young African consumers' inclination for branded products. *In*: ABEM 2017 Conference

Proceedings, Contemporary Growth Strategies for Developing Countries and Emerging Markets, of the 3rd Academy of Business and Emerging Markets (ABEM) Conference, 1-3 August, Santo Domingo, Dominican Republic.

POTGIETER, M. & LITHEKO, A. 2016. Mahikeng residents' perspective of the value of tourism and its development. *In*: Proceedings of the Actual Economy: Local solutions on global challenges Conference (ACE.AS-16) of the National Academy of Management, Kyiv, Ukraine, 6-7 October, Bangkok, Thailand.

MEREOTLHE, E., POTGIETER, M. & SIME, L. 2016. Profiling the passengers of a domestic airline in South Africa. *In*: Proceedings (Vol.3 No.2) of the 2016 International Conference on Hospitality, Leisure, Sport, and Tourism (ICHLST – Summer 2016) of the International Business Academics Consortium (iBAC), Taipei, Taiwan, 12-14 July, Kyoto, Japan. *RECOGNITION* – Outstanding Research Award.

POTGIETER, M. & MABYANE, K. 2016. Marketing brand ambassadors: the influence of Bonang Matheba for Revlon South Africa. *In*: Proceedings (Vol.13 No.2) of the International Conference on Business and Information (BAI2016) of the International Business Academics Consortium (iBAC), 3-5 July, Nagoya, Japan.

LÖTTER, M.J., GELDENHUYS, S. & POTGIETER, M. 2015. Key factors that differentiate primary nich tourism markets. *In*: Proceedings of the 5th International Interdisciplinary Business-Economics Advancement Conference (IIBA), 16-21 November, Fort Lauderdale, Florida, USA.

DU PLESSIS, L., SAAYMAN, M. & POTGIETER, M. 2015. Designing visitor experiences through airport innovation: a South African perspective. The 27th Annual Conference of the Southern African Institute of Management Scientists (SAIMS), 30 August – 1 September, Cape Town, South Africa.

POTGIETER, M., JACOBS, M. & GELDENHUYS, S. 2015. Revisiting an incentive destination: the qualitative perspective of incentive planners. 9th International Business Conference (IBC), 20-23 September, Victoria Falls, Zambia.

POTGIETER, M. & MOGALE, J. 2015. South Africans' conception of their personal responsibility as consumers. Managing in a Global Economy XVI Conference of the Eastern Academy of Management – International (EAM-I), June 21-25, Lima, Peru.

DU PLESSIS, L., SAAYMAN, M. & POTGIETER, M. 2015. A visitor experience framework for an international airport. The Tourism Intelligence Forum (t-Forum) 2015 Global Conference: Tourism Intelligence in Action, 4-7 May, Naples, Italy.

TSHIPALA, N., COETZEE, W.J.L. & POTGIETER, M. 2015. Stakeholders' views of sustainable adventure tourism indicators: A cluster analysis methodology. The Tourism Intelligence Forum (t-Forum) 2015 Global Conference: Tourism Intelligence in Action, 4-7 May, Naples, Italy.

DU PLESSIS, L., SAAYMAN, M. & POTGIETER, M. 2014. Attributes influencing

the experience of airport visitors. The case of an international airport in South Africa. 64th International Association of Scientific Experts in Tourism (AIEST) Conference, August 24-28, Plzen, Czech Republic.

TSHIPALA, N.N., COETZEE, J.W. & POTGIETER, M. 2014. Respondents knowledge of iconic organisations: a case of Waterval Boven, South Africa. 4th Advances in Hospitality and Tourism Marketing and Management Conference (AHTMMC), June 25-27, Mauritius.

LOTTER, M.J., GELDENHUYS, S. & POTGIETER, M. 2014. Significant profile differences among male and female adventure tourists in Pretoria, South Africa. 4th Advances in Hospitality and Tourism Marketing and Management Conference (AHTMMC), June 25-27, Mauritius.

DU PLESSIS, L., SAAYMAN, M. & POTGIETER, M. 2014. Visitor motivations and its influence on visitor experiences. The case of a South African international airport. 4th Advances in Hospitality and Tourism Marketing and Management Conference (AHTMMC), June 25-27, Mauritius.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, C.H. 2013. 'Innovate or Stagnate' – a choice South African tour operators has to make. In: Proceedings of the 2013 International Conference of Organizational Innovation (ICOI), the seventh conference of the International Association of Organizational Innovation, July 1-5, HuaHin, Thailand.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, C.H. 2013. An innovative marketing information system: a management tool for South African tour operators. In: Proceedings of the 9th International Strategic Management Conference of the International Strategic Management and Managers Association (ISMMA), June 27-29, Riga, Latvia. *Procedia – Social and Behavioral Sciences*, ScienceDirect, 99(2013), 733-741.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, C.H. 2013. Tour operators' perspective of the macro marketing environment and their marketing information systems. In: Proceedings of the 6th International Academic Conference of the International Institute of Social and Economic Sciences (IISES), June 23-26, Bergen, Norway.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, C.H. 2012. Components of a marketing information system and South African tour operators. In: Proceedings of the 2012 Global Marketing Conference (GMC), July 19-22, Seoul, Republic of Korea.

LÖTTER, M.J., GELDENHUYS, S. & POTGIETER, M. 2012. Profiling adventure tourists in Pretoria: a comparative analysis. The Meanings, Markets and Magic Adventure Tourism Conference, March 18, Fort William, Scotland.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, C.H. 2012. A survey of South African tour operators' information system choices: 'Adapt –or– Die'. In:

Proceedings of the International Conference on Innovation and Management 2012 (IAM), July 15-18, Koror, Republic of Palau.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, C.H. 2012. South African tour operators' critical need for marketing information system innovation. In: Proceedings of the 2012 International Conference of Organizational Innovation (ICOI), the sixth conference of the International Association of Organizational Innovation, July 10-12, Surabaya, Indonesia.

POTGIETER, M. & YANG, F. 2012. "Have Done's and Want To's" of resident Chinese in South Africa. In: Proceedings of the 2012 Leisure and Recreation Association of South Africa (LARASA) Congress, March 12-14, Durban, South Africa.

LÖTTER, M.J., GELDENHUYS, S. & POTGIETER, M. 2012. Demographic profile of adventure tourists in Pretoria. In: Proceedings of the Global Conference on Business and Finance of the Institute for Business and Finance Research (IBFR), January 3-6, Honolulu, Hawaii. *RECOGNITION* – Outstanding Research Award.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, C.H. 2011. South African tour operators: who are their current and future customers? In: Proceedings of the Fourth biannual Advances in Tourism Marketing Conference (ATMC), September 6-9, Maribor, Slovenia.

POTGIETER, M. & YANG, F. 2011. The resident Chinese tourism market in South Africa can be a sustainable market. In: Proceedings of the Thirteenth Annual International Conference of the Global Business and Technology Association (GBATA), July 12-16, Istanbul, Turkey.

VAN ONSELEN, M.J., GELDENHUYS, S. & POTGIETER, M. 2010. Behavioural profile of adventure tourists in Pretoria. In: Proceedings of the 3 RD Asia-Euro Tourism, Hospitality & Gastronomy Conference, November 24-26, Subang Jaya, Selangor, Malaysia.

VAN ONSELEN, M.J., GELDENHUYS, S. & POTGIETER, M. 2010. Psychographical profile of adventure tourists in Pretoria. In: Proceedings of the Global Sustainable Tourism International Conference, November 15-19, Mbombela, Mpumalanga, South Africa.

YANG, F. & POTGIETER, M. 2010. A promising potential market: The Chinese in South Africa. In: Proceedings of the International Conference on Global Sustainable Tourism, November 15-19, Mbombela, Mpumalanga, South Africa.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, C.H. 2010. Marketing information system innovation: a survey of South African tour operators. In: Proceedings of the Twelfth Annual International Conference of the Global Business and Technology Association (GBATA), July 5-9, Mpumalanga, South Africa.

COETZEE, W.J.L., SIME, L., GELDENHUYS, S. & POTGIETER, M. 2009. Tourism

opportunities for women in the Vredefort Dome area. In: Proceedings of the International Conference on Tourism Development and Management (ICTDM), September 11-15, 2009, Kos, Greece.

POTGIETER, M. 2009. Marketing intelligence: a survey of tour operators in South Africa. In: Proceedings of the Global Conference on Business and Finance of the Institute for Business and Finance Research (IBFR), May 27-30, San Jose, Costa Rica. *RECOGNITION* – Outstanding Research Award.

POTGIETER, M. 2005. Attitude towards a cultural heritage site in South Africa: the Voortrekker Monument. In: Proceeding of the 2005 Advances in Global Business Research Conference of the Academy for Global Business Advancement (AGBA), January 3-5, New Deli, India.

POTGIETER, M. 2004. Profiling an informal settlement for retailing purposes: a comparative study in South Africa. In: Proceedings of the Academy of World Business, Marketing and Management Development Conference, July 13-16, Queensland, Australia.

POTGIETER, M. 2003. The marketing mix: tourism marketing versus classical marketing. In: Proceedings of the 15th Annual South African Institute for Management Scientists (SAIMS) Conference, September 29-30, Potchefstroom University, South Africa.

STRYDOM, J.W., MARTINS, J.H., POTGIETER, M. & GEEL, M. 2001. The retailing needs of a disadvantaged community in South Africa. In: Proceedings of the Thirteenth Annual Conference of the Southern African Institute for Management Scientists (SAIMS), September 9-11, University of Stellenbosch, South Africa.

PAWSON, P. & POTGIETER, M. 1999. Cooperative education in the South African tourism industry: strategy implementation at Technikon Pretoria. In: Conference proceedings of the World Conference on Cooperative Education of the World Association for Cooperative Education, July 4-7, Washington, DC, USA.

3.2 SIGNIFICANT OTHER CONFERENCE CONTRIBUTIONS

POTGIETER, M. 2019. Africa as developing continent for business, science and technology. *KEYNOTE* address at the 6th International Conference on Business, Science and Technology (ICBST 2019), 12-14 May, Ho Chi Minh City (Saigon), Vietnam.

POTGIETER, M. 2018. Barriers to the inclusive growth of Africa as a developing continent. *KEYNOTE* address at the Barriers to Inclusive Growth Strategies in Developing Countries, of the 4th Academy of Business and Emerging Markets (ABEM) Conference, 1-3 August, Manila, Philippines.

LITHEKO, A. & POTGIETER, M. 2014. Tourism: A strategic destination management tool for development in Mahikeng. Presentation at the Research Showcase 2014 of the North West Provincial Government and North-West University,

21-23 October, Mahikeng, South Africa.

POTGIETER, M. 2013. Innovation – a national priority in South Africa. *KEYNOTE* address at the 2013 International Conference of Organizational Innovation (ICOI), the seventh conference of the International Association of Organizational Innovation, July 1-5, HuaHin, Thailand.

POTGIETER, M. 2010. Centre for Tourism and Sustainability (CTS). Guest speaker at Tshwane International Trade and Infrastructure Investment Conference (TITIIC 2010), May 24-26, Pretoria, South Africa.

POTGIETER, M. 2008. International best-practice: information for tourism strategy development. Guest speaker at: Tshwane Tourism Fair, The new face of tourism in Tshwane, October 6-7, Pretoria.

3.3 PEER REVIEWED PUBLICATIONS

POTGIETER, M., EPOSI, E. & PELSER, F. 2019. Supply Chain Management by municipalities in the Ngaka Modiri Melama District, South Africa. *International Journal of Advanced and Applied Sciences*, (in print).

EPOSI, E., POTGIETER, M. & PELSER, F. 2019. SCM policy implementation and compliance in the Ngaka Modiri Molema District, South Africa. *International Journal of Economics and Financial Issues*, (in print).

TSHIPALA, N., COETZEE, W.J. & POTGIETER, M. 2019. Sustainable indicators for adventure tourism destinations: A case of Waterval Boven. *African Journal of Science, Technology, Innovation and Development*, 11(2):1-8. [<https://www.tandfonline.com/doi/full/10.1080/20421338.2018.1552546>].

LITHEKO A. & POTGIETER, M. 2019. Strategic Management of Tourism Stakeholders: Bakgatla-ba-Kgafela, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 8(2):1-26.

RUNGANI, E.C. & POTGIETER, M. 2018. The impact of financial support on the success of small, medium and micro enterprises in the Eastern Cape province. *Acta Commercii*, 18(1):1-12.

ENWEREJI, P.C. & POTGIETER, M. 2018. Establishing a payment culture for municipal services in the North-West province: a conceptual framework. *International Journal of Economics and Financial Issues*, 8(3):227-234.

POTGIETER, M. & LITHEKO, A. 2016. Tourism and the economic challenges of Mahikeng: a residents' perspective. *International Journal of Environmental and Science Education*, 11 (18):12849-12864.

JACOBS, M., POTGIETER, M. & GELDENDHUYLS, S. 2016. Incentive destination experiences as a revisitation influence: a qualitative perspective. *Journal for New Generation Sciences*, 14(2):32-46.

POTGIETER, M., JACOBS, M. & GELDENHUYS, S. 2016. Incentive travellers' proclivity to revisit an incentive destination. *African Journal of Hospitality, Tourism and Leisure*, 5(3):1-21

LITHEKO, A.M. & POTGIETER, M. 2016. Residents' awareness and support of tourism in Mahikeng, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 5(2):1-17.

DU PLESSIS, L., SAAIMAN, M. & POTGIETER, M. 2014. Service elements influencing the emotions of visitors to an international airport. *African Journal of Hospitality, Tourism and Leisure*, 3(1):1-16.

DU PLESSIS, L., SAAIMAN, M. & POTGIETER, M. 2014. Key success factors in managing a visitors' experience at a South African international airport. *Journal of Contemporary Management*, 11:510-533.

LÖTTER, M.J., GELDENHUYS, S. & POTGIETER, M. 2014. Adventure tourists in Pretoria, South Africa: A demographic profile. *African Journal of Hospitality, Tourism and Leisure*, 3(2): 1-10.

LÖTTER, M.J., GELDENHUYS, S. & POTGIETER, M. 2014. Significant profile differences among male and female adventure tourists in Pretoria, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 3(1): 1-14.

TSHIPALA, N.N., COETZEE, W.J.L. & POTGIETER, M. 2014. Stakeholders' views on sustainable adventure tourism indicators: a cluster analysis methodology. *African Journal for Physical, Health Education, Recreation and Dance*, 20(1):40-51.

TSHIPALA, N.N., COETZEE, W.J.L. & POTGIETER, M. 2014. Stakeholders willingness to apply sustainable adventure tourism indicators: a case of Waterval Boven in South Africa. *African Journal of Hospitality, Tourism and Leisure*, 3(1).

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, N.H. 2013. Tour operators' perspective of the macro marketing environment and their marketing information systems. *International Journal of Social Sciences*, 2(1):65-80.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, N.H. 2013. Marketing information system innovation: A crucial need for South African tour operators. *Actual Problems of Economics*, 3(2):110-120.

POTGIETER, M. & YANG, F. 2012. Tourism practices of Chinese residents in South Africa. *African Journal for Physical, Health Education, Recreation and Dance*, December, 18 (Supplement 3): 140-148.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, N.H. 2012. South African tour operators' access to current consumer information. *African Journal of Business Management*, 6(31), August: 9118-9125.

LÖTTER, M.J., GELDENHUYS, S. & POTGIETER, M. 2012. Demographic profile of adventure tourists in Pretoria. *Global Journal of Business Research*, 6(4): 97-110.

POTGIETER, M., DE JAGER, J.W. & VAN HEERDEN, N.H. 2012. Tour operators' customer information versus rendering expected customer experiences. *International Journal of Hospitality and Tourism*, 1(2), January: 45-56.

POTGIETER, M., DE JAGER, J. & VAN HEERDEN, N. 2011. Consumer information innovation for South African tour operators. *Journal for New Generation Sciences (JNGS)*, 9(2): 101-115.

POTGIETER, M., DE JAGER, J. & VAN HEERDEN, N. 2010. Marketing information system innovation for South African tour operators. *International Journal of Applied Business and Economic Research (JABER)*, 8(2), December: 155-169.

POTGIETER, M., DE JAGER, J. & VAN HEERDEN, N. 2010. Marketing information system innovation for South African tour operators. *Journal of Digital Marketing*, 1(2), December: 89-105.

POTGIETER, M., DE JAGER, J. & VAN HEERDEN, N. 2010. Type of tour operations versus type of information systems: a South African survey. *African Journal of Business Management*, 4(13), October 4: 2634-2643.

POTGIETER, M. 2003. Consumer decision making in spaza shops: retailing needs in a disadvantaged community in South Africa. *Commercium Journal*, 4(01): 41-53.

STRYDOM, J.W., MARTINS, J.H., POTGIETER, M. & GEEL, M. 2002. The retailing needs of a disadvantaged community in South Africa. *Southern Africa Business Review*, 6(01), September, 18-23.

3.4 CHAPETERS IN BOOKS

HERMAN, U.P. & POTGIETER, M. 2013. Low cost carriers in Africa. In: Gross, S. & Luck, M. (eds.). *The low cost carrier worldwide*. Dorchester: Ashgate: 177-198.

LÖTTER, M.J., GELDENHUYS, S. & POTGIETER, M. 2013. Profiling adventure tourists in Pretoria: a comparative analysis. In: Taylor, S., Varley, P. & Johnston, T. (eds.). *Adventure tourism: meanings, experiences and learning*. London: Routledge: 85-98.

3.5 INTERNATIONAL RECOGNITION

International Journal of Organizational Innovation (IJOI), The International Association of Organizational Innovation (IAOI), USA – Assistant Editor.

Journal of Business Management and Economics (JBME), e3Journals – Member of the Editorial Board.

Business Education and Accreditation Journal of the Institute for Business and

Finance Research (IBFR), USA – Member of the Editorial Advisory Board.

Commercium, Faculty of Management Sciences, Tshwane University of Technology, South Africa – Associate Editor.

International Journal of Management and Entrepreneurship, Binary University College of Management and Entrepreneurship, Malaysia – Member of the International Editorial Advisory Council.

International Journal of Management and Marketing Research of the Institute for Business and Finance Research (IBFR), USA – Member of the Editorial Advisory Board.

3.6 REVIEW OF ARTICLES AND PAPERS

(1) Journal articles

Acta Commercii

African Journal of Business Management

African Journal of Marketing Management

British Journal of Economics, Management and Trade

International Journal of Education Sciences

International Journal of Organizational Innovation

Jamba: Journal of Disaster Risk Studies

Journal for Global Business and Technology

Journal of Business Management and Economics

Journal of Contemporary Management

Journal of Economics

Journal of Hospitality Management and Tourism

Journal of New Generation Sciences

Journal of Physical Education and Sport Management

Journal of Social Sciences

Korean Distribution Science Association

South African Journal of Business Management

South African Journal of Economic and Management Sciences

(2) Conference papers

Academy of Business and Emerging Markets (ABEM) – 2018, 2019

Eastern Academy of Management (EAM-I) – 2015

Global Business and Technology Association (GBATA) – 2008, 2010, 2012, 2013

International Business Conference (IBC) – 2016, 2017, 2018, 2019

International Conference on Business and Information (BAI) – 2017

International Conference on Social Sciences (ICSS) – 2019

International Society for Global Business and Economic Development Conference – 2011

The Southern Africa Institute for Management Scientists (SAIMS) – 2013, 2018, 2019

3.7 POST GRADUATE SUPERVISION

(1) Doctoral level

MATTHYSEN, A.M. S.A.(in process). Relationship marketing for alumni

engagement. PhD thesis, Mafikeng, NWU.

GOMBIRO, T. S.a.(in progress). Consumer Relationship marketing in the SME formal services sector: a comparative study. PhD thesis, Mafikeng, NWU.

EPOSI, E. S.a.(in progress). A proposed service delivery framework for customer satisfaction in the South African Post Office. PhD thesis, Mafikeng, NWU.

BASERA, C.H. S.a.(in progress). Internal marketing for SMMEs in Zimbabwe. PhD thesis, Mafikeng, NWU.

OLUTADE, E.O. S.a.(in progress). Social media as a marketing strategy to influence young consumers' attitude for fast moving consumable goods. PhD thesis, Mafikeng, NWU.

ENWEREJI, P.C. 2018. A framework for establishing a payment culture for municipal services in the North West province. PhD thesis, Mafikeng, NWU.

LITHEKO, A.M. 2018. Strategic management of tourism stakeholder relations: Bakgatla-ba-Kgafela. PhD thesis, Mafikeng, NWU.

RUNGANI, E.C. 2017. A new paradigm for the success of Small Micro and Medium enterprises in the Eastern Cape province, South Africa. PhD thesis, Mafikeng, NWU.

LOTTER, M.J. 2016. A conceptual model for segmenting nich tourism markets. DTech thesis, Pretoria, TUT.

TSHIPALA, N.N. 2013. Indicators for sustainable tourism destinations. DTech thesis, Pretoria, Tshwane University of Technology.

DU PLESSIS, L. 2013. A visitor experience model: The case of an international airport in South Africa. PhD thesis, North West University.

(2) Master's level

MABYANE, K.R. S.a.(in progress). [Research proposal in progress.] MCom dissertation, Mafikeng, NWU.

MAPANGA, F.H. S.a.(in progress). The effectiveness of fashion advertising on social media. MCom dissertation, Mafikeng, NWU.

KGOBANE, K.O.T.T. S.a.(in progress). Impulsive buying behaviour of consumers in the Ngaka Modiri-Molema District: a marketing perspective. MCom dissertation, Mafikeng, NWU.

MOOSA, A. S.a.(in progress). Social responsibility and its benefits for SMMEs in Mahikeng. MCom disseration, Mafikeng, NWU.

MUXITO, E.A.F. 2017. Customers' expectations of personal service at retail outlets in Mahikeng. MCom dissertation, Mafikeng, NWU.

KAGISO, N.P. 2017. Developmental requirements of SMMEs in the Mafikeng area. MCom dissertation, Mafikeng, NWU.

EPOSI, E.M. 2017. Compliance with supply chain policy in the Ngaka Modiri-Molema District. MCom dissertation, Mafikeng, NWU.

LITHEKO, A.M. 2016. Residents' awareness and support of tourism in Mahikeng for strategic management purposes. MCom dissertation, Mafikeng, NWU.

MEREOTLHE, E.K. 2016. Profiling the passengers of a South African domestic airline: Airlink. M.Tech. dissertation, Pretoria, TUT.

JACOBS, M. 2014. Incentive travellers' destination experiences as a revisitation influence. M.Tech. dissertation, Pretoria, Tshwane University of Technology.

MOKABE, M. 2013. Content preferences of packaged tours: a quantitative study of tourists in the Mafikeng area. M.Tech. dissertation, Pretoria, Tshwane University of Technology.

VAN ONSELEN, M.J. 2010. Profiling adventure tourists in Pretoria. M.Tech. dissertation, Pretoria, Tshwane University of Technology.

SIME, L. 2004. Tourism opportunities for women in the Vredefort Dome area. M.Tech. dissertation, Pretoria, Tshwane University of Technology.

4. EXTERNAL EXAMINATION

- 1) Doctoral level
University of Johannesburg x 2
University of Stellenbosch x 2
- 2) Master's level
Cape Peninsula University of Technology x 3
Central University of Technology, Free State x 5
Durban University of Technology x 2
North-West University x 1
University of Johannesburg x 4
University of Kwa-Zulu Natal x 1
University of Venda x 1
Vaal University of Technology x 5
- 3) External moderation
Numerous subjects/modules for various universities over the years.

5. PREVIOUS EXPERIENCE

- 1) North West University (NWU)
 Date: May 2018 to date
 Position: Deputy Director: School of Management Sciences

 Date: April 2014 to April 2018
 Position: Associate Professor
 Program Manager: Business & Marketing Management
- 2) Tshwane University of Technology (TUT)
 Date: January 1997 to March 2014
 Position: Senior lecturer
- 3) Technikon Northern Gauteng
 Date: January 1993– December 1996
 Position: Lecturer
- 4) Pretoria Marketing College
 Date: January 1995 to July 1996
 Position: Lecturer (part time)
- 5) Bophuthatswana Transport Holdings (Pty) Ltd. Trading as Quicksilver Coach Lines (Pty) Ltd and Explorer Coach Lines (Pty) Ltd.
 Date: January 1990 to July 1992
 Position: Marketer
- 6) South African Transport Services
 Date: November 1981 to January 1990
 Division: South African Road Transport (September 1987 – January 1990)
 Position: Marketing researcher and Superintendent
 Division: South African Airways (November 1981 – September 1987)
 Position: Clerk (personnel and reservations)
- 7) South African Defence Force
 Date: January 1982 to December 1983
 Division: SA Navy (HQ)
 Position: Leading Seaman (compulsory national service)

6. MISCELLANEOUS

Chairperson of the Board of Trustees for Suiderhof Body Corporate (October 2011 - June 2014)

Toastmasters International – Competent Leader Award (April 2009)

Toastmasters International – Advanced Communicator Bronze (June 2008)

Leisure time utilization – reading, travelling, socializing.

MARIUS POTGIETER

DATE: 20 November 2019