

CURRICULUM VITAE: DOCTOR JACQUES NEL

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PERSONAL DETAILS

Name: Jacques Nel

Date of birth: 21 February 1973

Age: 47

Relationship status: Married

Languages: Afrikaans and English

Location: Bloemfontein, Free State South Africa

EDUCATION DETAILS

Doctorate of Philosophy (Business Management)

Dated obtained: 03/2013

Tertiary institution: Stellenbosch University in Stellenbosch South Africa

Subject area: Business Management

Title of thesis: Cellphone banking adoption and continuance of use in an internet banking context: A study of consumers' cross-channel cognitive evaluations

Magister Commercii (Business Management)

Dated obtained: 03/2003

Tertiary institution: University of the Free State in Bloemfontein South Africa

Subject area: Business Management

Title of thesis: Contact efficiency of web sites: A marketing perspective

Achievements: Graduated with distinction and received the award for the best postgraduate student in Business Management in 2003.

Bachelor in Commerce Honours (Business Management)

Date obtained: 03/1997

Tertiary institution: University of the Free State in Bloemfontein South Africa

Main subjects: Marketing, Strategic Management, Marketing Research and Entrepreneurship

Baccalaureus Commercii

Date obtained: 03/1996

Tertiary institution: University of the Free State in Bloemfontein South Africa

Main Subjects: Business Management, Economics and Accounting

EMPLOYMENT DETAILS

SENIOR LECTURER in Business Management

Employer: University of the Free State

Employment period: 05/2013 to date

LECTURER in Business Management

Employer: University of the Free State

Employment period: 05/2003 to 4/2013

JUNIOR LECTURER in Business Management

Employer: University of the Free State

Employment period: 01/2000 to 04/2003

CONSULTANT

Employer: Unit for Small Business Development, University of the Free State

Employment period: 03/1998 to 12/1999

JUNIOR CONSULTANT

Employer: Unit for Small Business Development, University of the Free State

Employment period: 10/1996 to 02/1998

OFFICER in the South African National Defence Force

Employer: South African National Defence Force

Employment period: 01/1991 to 12/1992

COURSES LECTURED AT THE UNIVERSITY OF THE FREE STATE

Business statistics

Level: Postgraduate course in the Bachelor in Commerce Honours degree

Date: 2017 to date

Class size: 30 to 50 students

Language: English

Mode of delivery: Face-to-face

Contemporary digital marketing

Level: Postgraduate course in the Bachelor in Commerce Honours degree

Date: 2015 to 2016

Class size: 20 to 45 students

Language: English

Mode of delivery: Face-to-face

Digital marketing

Level: Undergraduate final-year course

Date: 2000 to date

Class size: 230 to 260

Language: Afrikaans and English

Mode of delivery: Face-to-face

Entrepreneurship

Level: Undergraduate first-year course

Date: 2000 and 2001

Class size: 800+ students

Language: Afrikaans and English

Mode of delivery: Face-to-face and online distance learning

Electronic commerce

Level: Postgraduate course in the Bachelor in Commerce Honours degree

Date: 2001 to 2014

Class size: 20 to 30 students

Language: English

Mode of delivery: Face-to-face

International marketing

Level: Postgraduate course in the Bachelor in Commerce Honours degree

Date: 2003 to 2005

Class size: 20 to 30 students

Language: English

Mode of delivery: Face-to-face

Marketing

Level: Undergraduate first-year course

Date: 2008

Class size: 400+ students

Language: Afrikaans and English

Mode of delivery: Face-to-face

RESEARCH OVERVIEW

Research focus

Digital marketing

Research awards

Best junior/emergent researcher in the Faculty of Economic and Management Sciences in 2003, 2011, 2014 and 2019.

Research grant awarded

Grant No. 87881 awarded by the National Research Foundation of South Africa for the period 2014 to 2016.

REFEREED ARTICLES IN ACCREDITED JOURNALS

Nel, J. and Boshoff, C. 2020. Status quo bias and shoppers' mobile website purchasing resistance. *European Journal of Marketing*, 54(6), 1433-1466.

- 2019 impact factor 2.549 (Clarivate Analytics)
- A*-rated journal in the Australian Business Dean Council journal quality list

Nel, J. and Boshoff, C. 2019. Online customers' habit-inertia nexus as a conditional effect of mobile-service experience: A moderated-mediation and moderated serial-mediation investigation of mobile-service use resistance. *Journal of Retailing and Consumer Services*, 47(3), 282-292.

- 2019 impact factor 4.219 (Clarivate Analytics)
- A-rated journal in the Australian Business Dean Council journal quality list

Nel, J. and Nwabisa, M. 2018. The influence of perceived value on mobile instant messenger users' loyalty: A mediation analysis. *Management Dynamics*, 27(4), 29-43.

Human, G.J.P., Hirschfelder, B. and Nel, J. 2018. The effect of content marketing on sponsorship favorability. *International Journal of Emerging Markets**, 13(5), 1233-1250.

- 2019 impact factor 1.022 (Clarivate Analytics)
- C-rated journal in the Australian Business Dean Council journal quality list

Nel, J. 2017. Online shoppers' use-resistance to the mobile-shopping service in a multi-channel context: The unexpected effects of pull factors. *Management Dynamics**, 26(3), 16-28.

Nel, J. and Heyns, A. 2017. Factors influencing the use-intention of proximity mobile-payment applications in-store. *Management Dynamics**, 26(2), 2-20.

Nel, J. and Boshoff, C. 2017. Development of application-based mobile-service trust and online trust transfer: An elaboration likelihood model perspective. *Behavior & Information Technology**, 36(8), 809-826.

- 2019 impact factor 1.781
- A-rated journal in the Australian Business Dean Council journal quality list

Halaszovich, T. and Nel, J. 2017. Customer-brand engagement and Facebook fan-page "Like"-intention. *Journal of Product & Brand Management**, 26(2), 120-134.

- 2019 impact factor 2.018 (Clarivate Analytics)
- B-rated journal in the Australian Business Dean Council journal quality list
- Received an Emerald Literati Award for a highly commended paper.

Nel, J. and Boshoff, C. 2015. Online-mobile service cross-channel cognitive evaluations in a multichannel context. *South African Journal of Business Management**, 46(3), 67-78.

Nel, J. and Halaszovich, T. 2015. The influence of satisfaction on Facebook fan page 'Like' intentions. *Management Dynamics**, 24(1), 26-40.

Nel, J. and Boshoff, C. 2014. Enhancing the use of internet banking in an emerging market. *South African Journal of Economic and Management Sciences**, 17(5), 624-638.

Nel, J. and Boshoff, C. 2014. The impact of cross-channel cognitive evaluations on the continued use intentions of mobile banking. *Management Dynamics**, 23(4), 2-18.

Nel, J., Boshoff, C. and Raleting, T. 2012. Exploiting the technology cluster effect to enhance the adoption of WIG mobile banking among low-income earners. *Management Dynamics**, 21(1), 30-44.

Nel, J. and Raleting, T. 2012. Gender differences in non-users' attitude towards Wireless Internet Gateway cellphone banking. *South African Journal of Business Management**, 43(3), 51-63.

Rammile, N. and Nel, J. 2012. Understanding resistance to cellphone banking adoption through the application of the Technology Acceptance Model. *African Journal of Business Management**, 6(1), 86-97.

Raleting, T. and Nel, J. 2011. Determinants of low-income non-users' attitude towards WIG mobile phone banking: Evidence from South Africa. *African Journal of Business Management**, 5(10), 212-223.

Nel, J., Weppenaar, L.-M. and De Beer, P. 2010. Investigating the extent to which auction information determines the success of online auctions. *Management Dynamics**, 19(3), 42-51.

Nel, J., Raubenheimer, J. and Bounagui, M. 2009. Gender differences in purchase intention of music downloads. *Management Dynamics***, 18(3), 25-36.

Bounagui, M. and Nel, J. 2009. Towards understanding intention to purchase music downloads. *Management Dynamics***, 18(1), 15-26.

Nel, J. and Human, G.J.P. 2003. Towards developing value strategies to improve contact efficiency of Web site: A marketing perspective. *South African Journal of Information Management***, 2(2/3). Available online at http://search.sabinet.co.za/WebZ/images/ejour/info/info_v5_n2_a2.html?sessionId=01-63291-2081940080&format=F

Nel, J. and Human, G.J.P. 2000. Improved contact efficiency of Web sites through value creation: The South African situation. *South African Journal of Information Management***, 5(2). Available online at http://search.sabinet.co.za/WebZ/images/ejour/info/info_v2_n2_a6.html?sessionId=01-63291-2081940080&format=F

* Journals on the ISI or IBSS lists.

** South African journals accredited by the South African Department of Higher Education

JOURNAL ARTICLES UNDER REVIEW

Status quo bias and online shoppers' mobile-service use resistance. Re-submitted to the *European Journal of Marketing* (A⁺-rated journal in the Australian Business Dean Council journal quality list; 5-year impact factor 2.686) in May 2019. Awaiting decision.

The psychological processes underlying online customers' mobile purchasing 'cognitive effort – resistance behaviour'. Submitted to *Management Dynamics* July 2019.

PEER-REVIEWED PAPERS PRESENTED AT THE FOLLOWING CONFERENCES

Academy of Marketing conference London UK, July 2019

Annual conference of the South African Institute of Management Scientists, South Africa, 2018

Academy of Marketing, UK, July 2018

Annual conference of the South African Institute of Management Scientists, South Africa, 2017

European Marketing Academy, Netherlands, May 2017

Academy of Marketing, UK, July 2016

Australian and New Zealand Marketing Academy, Australia, December 2015

Academy of Marketing, UK, July 2015

Annual conference of the South African Institute of Management Scientists, South Africa, September 2015

Australian and New Zealand Marketing Academy, Australia, December 2014

Academy of Marketing, UK, July 2013

European Marketing Academy, Turkey, May 2013

Australian and New Zealand Marketing Academy, Australia, December 2012

Academy of Marketing, UK, July 2012

American Marketing Association Winter Marketing Educators' conference, USA, February 2012

Australian and New Zealand Marketing Academy, Australia, November 2011

Academy of Marketing Science, USA, May 2011

Academy of Marketing, UK, July 2011

Australian and New Zealand Marketing Academy, New Zealand, November 2010

Annual conference of the South African Institute of Management Scientists, South Africa, September 2010

Academy of Marketing, UK, July 2009

World Wide Web conference, South Africa, September 2008

Academy of Marketing Science, Canada, June 2008

4th Global Conference on Business and Economics, UK, June 2005

IADIS Conference, Portugal, November 2003

5th World Wide Web Applications conference, South Africa, September 2003

International Association of Managers conference, Canada, July 2002

4th World Wide Web Applications conference, South Africa, 2002

10th International Forum of Technology Management, Austria, November 2000

2nd World Wide Web Applications conference, South Africa, September 2000

EDITORSHOP APPOINTMENT

Management Dynamics (IBSS listed), *Journal of the South African Institute of Management Scientists*

CHAPTER CONTRIBUTIONS IN TEXT BOOKS
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Nel, J. 2017. Understanding competition. (In Boshoff, C. (ed.), Marketing Management. Cape Town: Oxford).

Nel, J. 2017. Product Management. (In Boshoff, C. (ed.), Marketing Management. Cape Town: Oxford).

Nel, J. 2017. Managing distribution channels. (In Boshoff, C. (ed.), Marketing Management. Cape Town: Oxford).

Nel, J. 2014. E-commerce and the entrepreneur. (In Nieman, G. and Nieuwenhuizen, C. (eds.), Entrepreneurship - A South African Perspective. Pretoria: Van Schaik).

Nel, J. 2011. The physical and technological environments. (In Burgess, S. and Bothman, N. (eds.), International Marketing. Pretoria: Oxford University Press).

Nel, J. and Bothman, N. 2011. The Internet and international marketing. (In Burgess, S. and Bothman, N. (eds.), International Marketing. Pretoria: Oxford University Press).

RESEARCH SUPERVISION

Dissertations in the Bachelor of Commerce Honours programme

Annually supervise 2 to 4 dissertations since 2004.

Currently supervise the following Masters in Commerce theses

Coetzer, M. Registered in May 2018. *Title pending.*

Mali, V. The adoption of social media banking: A behavioural-reasoning theory perspective (*preliminary title*).

Pienaar, J.J. Factors influencing customers' intention to complain directly to a firm using Facebook.

Master thesis supervision completed

Achadinha, N.M. The formation of shopping values of Quick Response (QR) code users in the consumer decision-making process (2016).

Currently supervise the following Doctoral in Commerce thesis

Chabata, T. Registered in May 2019. *Title pending.*

Doctoral in Commerce thesis supervision completed

Benedict, E.E. The influence of environmental and individual factors on the growth intentions of SMMEs in the Free State. Degree will be awarded June 2019. Co-supervised with Dr J.H. van Zyl.

OTHER RESEARCH-RELATED ACTIVITIES

Reviewed one article for Electronic Commerce Research and Applications in 2019.

Reviewed one article for Communicare – Journal for Communication Sciences in Southern Africa in 2018.

Reviewed one article for Behaviour & Information Technology in 2017.

Reviewed one article for the Journal of Product & Brand Management in 2017.

Reviewed three conference papers for the 2016 Academy of Marketing conference.

Reviewed one article for Management Dynamics in 2016.

Reviewed one article for Electronic Commerce Research and Applications in 2015.

Reviewed two articles for Electronic Commerce Research and Applications in 2014.

Reviewed one article for Electronic Commerce Research and Applications in 2013.

Reviewed two conference papers for the 2012 Australian and New Zealand Marketing Academy conference.

Reviewed one conference paper for the 2012 American Marketing Society World Marketing conference.

Reviewed one article for the South African Journal of Economic and Management Sciences in 2012.

Reviewed three conference papers for the 2010 South African Institute for Management Sciences conference.

Reviewed one conference paper for the 2010 Australian and New Zealand Marketing Academy conference.

Reviewed two conference papers for the 2009 Australian and New Zealand Marketing Academy conference.

Reviewed two conference papers for the 2008 American Marketing Society conference.

Conducted an e-mail based national customer service survey for a South African fleet management company in 2004. Repeated the customer service survey for the fleet management company in 2005.

Conducted a market survey for South Africa Breweries-Miller in 1998. Approximately 1200 retailers were interviewed.

Participated in the first SMME audit conducted in the Free State province in 1999. Assisted with the development of the questionnaire, training of field workers and analysis of the data.

APPOINTMENTS AS EXTERNAL MODERATOR

Postgraduate Diploma in Marketing, Department of Business Management Stellenbosch University (2017 to 2019)

Postgraduate Marketing Research course, Department of Business Management Stellenbosch University (2017 to 2019)

WORKSHOPS PRESENTED

One-and-a-half-day workshop 'Introduction to SmartPLS' presented to the staff and postgraduate students of the Department of Business Management Stellenbosch University in 2019.

Two-and-a-half-day workshop 'Introduction to SmartPLS and Process' presented to the staff of the Department of Information Technology Central University of Technology in 2018.

Two-day workshop 'Introduction to SmartPLS' presented to staff of the Department of Business Management Stellenbosch University in 2017.

Three-day workshop 'Business statistics' presented to staff of the Department of Business Management University of the Free State in 2017.

Three-day workshop 'Structural equations modelling with SPSS AMOS' presented to staff of the Department of Marketing University of Pretoria in 2015.

STAFF DEVELOPMENT

Workshops attended

Five-day PROCESS statistical workshop presented by Prof A.F. Hayes (Ohio State University) in Philadelphia USA in 2014.

Two-day LISREL workshop presented by Gerhard Mels of LISREL at Stellenbosch University in 2010.

Three-day structural equation modelling LISREL course presented by Profs J. Hair (Kennesaw State University USA) and B. Babin (University of Southern Mississippi USA) at Stellenbosch University in 2009.

Two-day LISREL user training hosted by the Department of Industrial Psychology University of the Free State in 2008.

Two-day experimental research-design course presented by the Department of Business Management Stellenbosch University in 2008.

Two week basic statistics and research methodology course presented for Lulea Ph.D. students in South Africa. Invited by Professor L.F. Pitt from Simon Fraser University Canada (presenter) to attend the course in 2008.

One-day AMOS user training presented by SPSS (South Africa) at University of the Free State in 2008.

Participation in international exchanges

Lecturer exchange with Bremen University Germany. Presented lecturers on social media marketing and international business in 2013, 2015 and 2017.

Completed an undergraduate international marketing course at De Paul University (Chicago USA) in 2001 and participated in the advance e-commerce strategy course during the exchange.

SKILLS

English speaking: Very good

English writing: Very good

Microsoft Office: Advance user

SPSS software: Advance user

AMOS structural equations modelling software: Advance user

EQS structural equations modelling software: Moderate user

Mplus structural equations modelling software: Advance user

SmartPLS: Advance user

REFERENCES

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