



NAQUITA FERNANDES

Lecturer

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EDUCATION

Masters Degree with specialisation in Consumer Behaviour and Digital Marketing.

University of the Free State | 2013 - 2016

Honours Degree with specialisation in Business Management

University of the Free State | 2010

EXPERIENCE

TEACHING AND LEARNING

University of the Free State | 2012-Present

- Lecturer: Department of Business Management, responsible for: *Business Functions, Strategic Marketing Management, Consumer Brand Relationships, Digital Marketing, Retail Management and Research Supervision*

MANAGEMENT

University of the Free State | 2011-2016

- Coordinator for the Business Management modules in the University Preparation Program (UPP).
- Programme Director for the B.Admin and B.Com Extended Programmes.

RESEARCH

- 'Chapter 3-The Organisational Environment' in J.A.A (Kobus) Lazenby (ed) General Management (2015) Van Schaik Publishers,43-69.
- Achadinha, N.M.J., Jama, L. and Nel, P. (2014), "The drivers of consumers' intention to redeem a push mobile coupon", Behaviour & Information Technology, Vol. 33 No. 12, pp. 1306-1316.
- Presented research papers at the ANZMAC (2015) and ICED/HELTASA (2016) conferences.

AWARDS

- University of the Free State's Vice-Chancellor's Team Award for Excellence in Teaching and Learning, **2015**
- University of the Free State's Excellence in Teaching and Learning Innovation Award, First Place, **2014**.
- UFS Faculty of Economic and Management Sciences' Award for the Junior Top Achiever in Teaching and Learning, **2014**.
- Campher Management and Entrepreneurial Award for Best post-graduate student in Business Management.
- ABSA Student Bureau Prize for the Best third-year student in Marketing.

GREATER IMPACT

Guest Lecturer at the University of Bremen, **2016**

Working with local entrepreneurs to solve business problems, **2015-2017**

Involved with the MTN Entrepreneurship Programme as well as the G2B (Girl to Business) Programme, **2014-2016**

Strategic partnership with TATA Africa, **2013-2016**