

Prince Sarpong, PhD, CFP®



6 Pollenys Place,
Pellissier
Bloemfontein, 9301



061 354 5745



SarpongPK@ufs.ac.za



<https://independent.academica.edu/PSarpong>



<https://www.linkedin.com/in/prince-sarpong/>

Skills

R programming
Eviews
Stata
Morningstar
Bloomberg Terminal
Microsoft Excel

Experience

January 2024 – To Date

Associate Professor • School of Financial Planning Law • University of the Free State
• UFS Business School • University of the Free State

August 2020 – December 2023

Senior Lecturer • School of Financial Planning Law • University of the Free State
• UFS Business School • University of the Free State

January 2024 – To Date

Advisory Board Member • AI2030

January 2023 – To Date

Member • Equity & Inclusion Committee • Financial Therapy Association

January 2019 – August 2020

Academic Director • Centre for Financial Planning Studies

May 2018 – January 2019

Investment Analyst • Oasis Crescent Asset Management

February 2017 – May 2018

Lecturer • School of Accounting, Economics and Finance • University of KwaZulu-Natal

January 2018 – March 2018

Acting Programme Manager • University of KwaZulu-Natal

September 2014 – February 2016

Accountant • Hugh Strickland and Company

Education

PhD Finance • University of KwaZulu-Natal • September 2017

MCom Finance • University of KwaZulu-Natal • April 2014

PGDip Financial Planning • Nelson Mandela University • April 2012

BEd Psychology • University of Cape Coast • May 2008

Certificates

Artificial Intelligence on MS Azure • Microsoft • January 2024

Behavioural Economics • Chicago Booth Executive Education • Spring 2022

Blockchain Foundation Developer • IBM • January 2018

Leading with Finance • Harvard Business School • February 2017



Professional Association Membership

Financial Planning Institute of Southern Africa (FPI)
The Global Association of Applied Behavioural Scientists (GAABS)
Psychology Society of South Africa (PsySSA)
Financial Therapy Association (FTA)

Supervision

Title: The role of innovative capability in fostering sustainable competitive advantage in the motor vehicle manufacturing industry (Completed)

Qualification: Doctor of Business Administration

Institution: University of the Free State Business School

Title: The Effect of Corporate Governance on Operational Risk – Evidence from the Banking Sector (Completed)

Qualification: Doctor of Business Administration

Institution: Faculty of Management Science, Durban University of Technology

Title: A Holistic Model for the Performance Sustainability of Financial Advisors at A South African Bancassurer (On going)

Qualification: Doctor of Business Administration

Institution: University of the Free State Business School

Title: An Analysis of The Impact of Dividend Policy on Firm Performance on The Namibia Stock Exchange (Completed)

Qualification: MBA with Specialisation in Finance (Mini Dissertation)

Institution: University of Namibia

Title: Estate Planning and Therapeutic Jurisprudence: A South African Perspective (Graduated)

Qualification: LLM in Financial Planning Law (Mini Dissertation)

Institution: Law faculty, University of the Free State

Title: The Impact of Credit Risk on Performance: A Case of South African Commercial Banks (Graduated)

Qualification: Master of Commerce in Finance (Masters degree by research)

Institution: School of Accounting, Economics and Finance, University of KwaZulu-Natal

External Examiner (Doctoral and Masters Thesis)

University of Cape Town • Graduate School of Business
University of Stellenbosch • Faculty of Business Management
University of KwaZulu-Natal • School of Accounting, Economics and Finance
University of Johannesburg • College of Business and Economics
Nelson Mandela University • Faculty of Business and Economic Sciences
Durban University of Technology • Faculty of Accounting and Informatics

Journal Reviewer

Cogent Business and Management
Journal of Behavioral and Experimental Finance
African Journal of Business and Economic Research
Investment Analyst Journal



Academic Committee Engagements

Faculty Institutional Audit Steering Committee • Law Faculty • University of the Free State

Teaching and Learning Committee • Law Faculty • University of the Free State

Engaged Scholarship Committee • Law Faculty • University of the Free State

Books

Sarpong, P. (2020). *Portfolio Management for Financial Advisors*. Centre for Financial Planning Studies.

Sarpong, P., Alsemgeest, L. (Eds.). (2023). *Perspectives in Financial Therapy*. Springer Nature

Sarpong P. (Ed.). (2023) *Frontiers in Financial Psychology*. Lexis Nexis (Forthcoming: December 2023)

Contributor: *The South African Financial Planning Handbook 2022* (Chapter 23: Behavioral Finance)

Book Chapters

Sarpong, P. (2023). Exploring The Evolving Field of Financial Psychology. In *Frontiers in Financial Psychology* (pp. 1-15). Cape Town: Lexis Nexis.

Sarpong, P. (2023). The Psychology of Retirement. In *Frontiers in Financial Psychology* (pp. 1-15). Cape Town: Lexis Nexis.

Sarpong, P. (2023). Intersectionality and Personal Finance. In *Frontiers in Financial Psychology* (pp. 153-191). Cape Town: Lexis Nexis.

Sarpong, P. (2023). Understanding Black Tax and Personal Finance. In *Frontiers in Financial Psychology* (pp. 182-201). Cape Town: Lexis Nexis.

Sarpong, P. (2023). Exploring the Emerging Field of Financial Therapy. In *Perspectives in Financial Therapy* (pp. 1-31). Cham: Springer International Publishing.

Sarpong, P. (2023). Models, Resources and Tools Employed in Financial Therapy. In *Perspectives in Financial Therapy* (pp. 71-87). Cham: Springer International Publishing.

Sarpong, P. (2023). Online Therapy: Challenges, Benefits and Implications for Online Financial Therapy. In *Perspectives in Financial Therapy* (pp. 113-140). Cham: Springer International Publishing.

Sarpong, P. (2023). Therapeutic Jurisprudence and Estate Planning. In *Perspectives in Financial Therapy* (pp. 197-210). Cham: Springer International Publishing.

Sarpong, P. (2021). Grey Rhinos in Deep Risk: How Climate Change Will Impact Financial Planning. In Olarewaju, O., & Ganiyu, I. *Climate Change and The Sustainable Financial Sector*. IGI Global

Contributor: *The South African Financial Planning Handbook 2022* (Chapter 23: Behavioral Finance)



Peer-Reviewed Journal Articles

Lawrence, B., Doorasamy, M., & Sarpong, P. (2020). The Impact of Credit Risk on Performance: A Case of South African Commercial Banks. *Global Business Review*, 0972150920969927.

Sarpong, P. K., & Deodutt, J. (2019). Legal theory of finance: Evidence from global financial networks. *Cogent Economics & Finance*, 7(1), 1593071.

Doorasamy, M., & Sarpong, P. (2018). Fractal market hypothesis and markov regime switching model: a possible synthesis and integration. *International Journal of Economics and Financial Issues*, 8(1), 93-100.

Sarpong, P. K., Sibanda, M., & Holden, M. (2016). Investigating Chaos on the Johannesburg Stock Exchange. *Journal of Economics and Behavioral Studies*, 8(5 (J)), 56-67.

Sarpong, P., & Sibanda, M. (2014). Against the herd: Contrarian investment strategies on the Johannesburg Stock Exchange. *Journal of Economics and Behavioral Studies* (2014) Vol, 6, 120-129.

Recent Industry Engagements

2023 Financial Therapy Association Conference • *What does African Psychology and Financial Therapy have in Common?* • 5th – 7th October 2023

2023 Old Mutual Employee Benefits Workshop • 14th – 16th August 2023

2022 Financial Therapy Association Conference • *Exploring the Unintended Psychological Implications of Black Tax* • 5th – 8th October 2023

2022 Humans Under Management Conference • *Shifting from “Having” to Being”* • 13th October 2022

Allan Gray Business Development Managers Conference • Guest Speaker • *A Fresh Strategic Market Perspective: The IFA's Challenges when Entering the IFA Market* • 27th October 2021

Annual FPI Conference • Panel Member • *Understanding Behavioural Finance and How It Applies to My Practice* • 26th October 2021

FPI Investment and Retirement Workshop • Panel Member • *The Role of Financial Planners as Money Doctors* • 5th August 2021

Awards

The Association of Chartered Certified Accountants (ACCA) Prize Winner • Financial Management Top Achiever (March Exam) • March 2023

The Case Centre Case Writing Scholarship Recipient • November 2022

References

Prof Liezel Alsemgeest • Director • School of Financial Planning Law • University of the Free State • AlsemgeestL@ufs.ac.za

Prof. Joseph Akande • Associate Professor • Walter Sisulu University • JAkande@wsu.ac.za

