

Research output

Please note that the publications listed are not all under the Henley affiliation but authored by researchers currently associated with Henley Business School Africa.

Published 2021

Henley Business School Africa affiliation:

Brough, A. J. (2021). *Making remote work, work* [White paper]. Paulshof: Henley Business School Africa.

Ferguson, M. (2021). *From strategy to playbook* [White paper]. Paulshof: Henley Business School Africa.

Van Tonder, E., Petzer, D. J. and Farquhar, J. D. (2021). Marketing financial services in sub-Saharan Africa [Editorial]. *International Journal of Bank Marketing*, 39(3): 357–59.

Other affiliation:

Mostert, P. G., Petrou, S., Petzer, D. J. and Berndt, A. (2021). A quantitative exploration of service brand avoidance and its antecedents. *International Journal of Services and Operations Management*, 39(4): 477–94.

Petzer, D. J. and Roberts-Lombard, M. (2021). Delight and commitment – revisiting the satisfaction-loyalty link. *Journal of Relationship Marketing*.
doi: 10.1080/15332667.2020.1855068 [Accessed 1 Aug 2021].

Petzer, D. J. and Roberts-Lombard, M. (2021). Investigating commitment as a unidimensional or a multidimensional construct in a retail banking setting. *Journal of Relationship Marketing*. (Accepted for publication).

Petzer, D. J., Kleyn, N. S. and Ruiters, M. (2021). Inclusive onboarding in academic departments. *In: Lindgreen, A., Irwin, A., Poulfelt, F. and Thomsen, T. U. (eds.) How to lead academic departments successfully*. Cheltenham: Edward Elgar, pp. 164–180.

Roberts-Lombard, M. and Petzer, D. J. (2021). Relationship marketing: an S-O-R perspective emphasising the importance of trust in retail banking. *International Journal of Bank Marketing*, 39(5): 725–50.

Research output

Presented, published or accepted for publication

Berndt, A. D. and Petzer, D. J. (in press). Brand avoidance in the airline industry. *In: Rather, R. A. (ed.) Customer Brand Relationships in Tourism: An International Perspective*. Springer Nature.

Berndt, A. D. and Petzer, D. J. (in press). Evidencing the impact of customer engagement through metrics. *In: Rather, R. A. and Ramkissoon, H. (eds.) Customer Engagement in Tourism Marketing: Current Issues and Challenges*. Cheltenham: Edward Elgar.

Cunningham, N. and Petzer, D. J. (2022). Examining the luxury apparel behavioural intentions of middle-class consumers: the case of the South African market. *Journal of Consumer Behaviour*, 21(5): 955–72. Available from <https://doi.org/10.1002/cb.2010> [Accessed 10 Oct 2022]. (Non-Henley affiliation.)

Claassen, L. (2022). Virtual reality in business education. Paper presented at the *South African Cultural Observatory 4th International Conference*. Cape Town, 10 November 2022.

Claassen, L. (2022). *Virtual reality in business education* [White paper]. Paulshof: Henley Business School Africa.

Day, J. (2022). *Deliberate collaboration* [White paper]. Paulshof: Henley Business School Africa.

Foster-Pedley, J. (2022). *Amplifying the impact of African business schools* [White paper]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Ofgem: eyeing growth in Africa's sustainable energy sector* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Serena Hotels: deliberating the use of solar at Kenya's Amboseli Serena Safari Lodge* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Sultan Green: data-driven conservation agriculture in Africa* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Agtech in Africa: digital solutions to empower small-scale farmers* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Gikomba Market: adapt or die, or something in between* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Gikomba Market: a vendor's dilemma* [Case study]. Paulshof: Henley Business School Africa.

Henley Business School Africa. (2022). *Gikomba Market: the life cycle of a shoe* [Case study]. Paulshof: Henley Business School Africa.

Messina, L. (2022). *EOH: corruption, losses, and the impact of a poor risk culture* [Case study]. Paulshof: Henley Business School Africa.

Orr, W. (2022). *A 'Faustian pact'? Implementing a COVID-19 vaccination policy in a South African corporate* [Case study]. Paulshof: Henley Business School Africa.

O'Shea, E. and Bick, G. (2022). Key success factors for improving customer service to adapt to changing customer needs in the UK social housing sector. Paper presented at the *British Academy of Management Conference 2022*. Manchester, 31 Aug to 2 Sep 2022.

Petzer, D. J. and Roberts-Lombard, M. (2022). Investigating commitment as a unidimensional or a multidimensional construct in a retail banking setting. *Journal of Relationship Marketing*, 21(4): 285–323. Available from <https://doi.org/10.1080/15332667.2022.2079340> [Accessed 10 Oct 2022]. (Non-Henley affiliation.)

Prinsloo, M. (2022). *How machine learning is transforming revenue assurance into a real-time business tool* [White paper]. Paulshof: Henley Business School Africa.

Ramkylas, V., Bick, G. and Carmichael, T. (2022). Challenges faced by small, medium and micro retailers in South Africa in developing an e-commerce route to market. *In: Bisschoff, C. A. (ed.) 2022 International Business Conference: Conference Proceedings*, Somerset-West, Cape Town, 25–28 Sep 2022. Potchefstroom: North-West University, pp. 2096–2114.

Singh, R. and Bick, G. (2022). Factors determining successful business-to-business salesforce transition to adapt to changing customer needs. Paper presented at the *ATINER 20th Annual International Conference on Marketing*. Athens, 27–30 Jun 2022.

Spini, L. and Innes, A. G. (2022). Johnny Clegg: a polycultural anthropologist on stage for social justice. *International Journal of Anthropology*, 37(1–2): 75–94. Available from <https://doi.org/10.14673/IJA2022121089> [Accessed 10 Oct 2022].

Van Tonder, E. and Petzer, D. J. (2022). Factors promoting customer citizenship behaviours and the moderating role of self-monitoring: a study of ride-hailing services. *European Business Review*, 34(6): 876–896. Available from <https://doi.org/10.1108/EBR-09-2021-0197> [Accessed 10 Oct 2022].

Van Tonder, E. and Petzer, D. J. (2022). Promoting customer advocacy in the ride-hailing sector – a generational cohort perspective. *South African Journal of Economic and Management Sciences*. (Accepted for publication.)

Van Zyl, B. (2022). *From rigidity to resonance* [White paper]. Paulshof: Henley Business School Africa.

Research output under review

Willoughby, M., Stiehler-Mulder, B. and Petzer, D. J. (2022). Value perceptions, attitudinal loyalty, and repurchase intention towards luxury motor vehicles. *South African Journal of Business Management*.