

Lucea Toerien

Profiel

Lucea Toerien het ná haar studies as 'n bemarkingsnavorsers by 'n internasionale bemarkingsnavorsingsmaatskappy begin werk. Sy was in die navorsingsbedryf verantwoordelik vir verskeie kwantitatiewe en kwalitatiewe navorsingsprojekte waaruit verbruikersinsigte onttrek is vir kliënte in die mark vir snelbewegende verbruikersgoedere (FMCG). Met bedryfservaring in haar sak, keer sy in 2013 terug na die akademie by die Universiteit Stellenbosch. Haar kundigheidsgebiede sluit in Bemarking, Openbare Gesondheidskommunikasie, en Neuro-fisiologiese navorsing. Sy is tans as 'n PhD-student by die Universiteit Stellenbosch geregistreer.

Opleiding

Jaar	Graad	Studierigting	Akademiese instansie
2008	BCom	Bemarking	Universiteit Stellenbosch
2009	BCom Hons	Bemarking	Universiteit Stellenbosch
2010	MCom	Bemarking	Universiteit Stellenbosch

Lidmaatskap van wetenskaplike en professionele organisasies

- Lid van die Southern African Institute for Management Scientists (SAIMS)

Kontakbesonderhede

+27 (0)21 808 2220

+27 (0)21 808 2026 (Departementele sekretaresse)

luceavh@sun.ac.za

Navorsing

2019	Toerien, L. & Boshoff, M. 2019. Using a response latency approach to measure the influence of stage-of-change on responses to product warning labels. Gelewer by die Southern African Institute for Management Scientists (SAIMS). 9 September, Port Elizabeth (Gqeberha). Toerien, L. 2019. Furthering fear-appeal models: Describing the role of decisional balance on EPPM Outcomes. Referaat gelewer by European Conference on Health Communication. 14 November, Zurich.
2017	Boshoff, C. & Toerien, L. 2017. Sub-conscious responses to fear appeal health warnings: An exploratory study of cigarette packaging. <i>South African Journal of Economic and Management Sciences</i> , 20(1):1-13.
2016	Toerien, L., Boshoff, C. & Bühner, S. 2016. The influence of different fear-appeal approaches and gender on young generation Y consumers' protection motivation responses. <i>Management Dynamics</i> , 25(4):19-33.

2015	Van Huyssteen, L. & Boshoff, C. 2015. A neuromarketing perspective on graphic, fear-based cigarette warning labels. Gelewer by die Southern African Institute for Management Scientists (SAIMS). 28 September, Kaapstad.
2014	Boshoff, C., van Huyssteen, L. & Reyneke, M. 2014. The case for using neuro-physiological measures to better understand emotional responses and behaviour modification. Gelewer by die Southern African Institute for Management Scientists (SAIMS). 16 September, Johannesburg.
2013	Terblanche-Smit, M., du Preez, R. & Van Huyssteen, L. 2013. Advertising execution styles matter: a fear-based experiment on attitude, susceptibility, efficacy and behaviour. In: Campbell C., & Ma J. (Eds.). <i>Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing</i> . Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham.
2011	Terblanche-Smit, M., du Preez, R. & Van Huyssteen, L. 2011. The influence of advertising execution styles on attitude and behaviour: A fear-based, cross-cultural experiment. Gelewer by die International Conference on Research in Advertising. 23 Junie, Berlyn.