

PROF GERT HUMAN

Profiel

Prof Human is 'n professor in Strategie by die Departement Ondernemingsbestuur by die Universiteit Stellenbosch, waar hy voorsitter is van die BCom (Bestuurswetenskappe) se fokusarea Innovasie, Strategie en Entrepreneurskap. Sy navorsingsbelangstelling is gerig op strategie in komplekse onderneming-tot-onderneming-netwerke, en strategiese transformasie. Gert dien ook in verskeie redaksionele komitees, en is 'n aktiewe lid van verskeie wetenskaplike verenigings op sy gebied. Gert het ook senior bestuursposisies in die Suid-Afrikaanse private gesondheidsorgsektor beklee.

Opleiding

Graad	Studierigting	Akademiese instansie
PhD	Ondernemingsbestuur	Universiteit van Kaapstad, Manchester-Bestuurskool

Lidmaatskap van wetenskaplike en professionele organisasies

- Strategic Management Society (SMS)
- Industrial Marketing and Purchasing Group (IMP)
- Academy of Marketing Science (AMS)
- European Marketing Academy (EMAC)
- Southern African Institute for Management Scientists (SAIMS)

Kontakbesonderhede

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Navorsing

Onlangse publikasies

Human, G. 2021. Linking absorptive capacity, knowledge transfer and transactive memory. *Journal of Business & Industrial Marketing*, 36(10):1740-1754.

Human, G., Ferreira, C.C., Robertson, J. & Witherspoon, M. 2020. Customer experience, satisfaction and loyalty in business-to-business markets: Does the chain hold across customer segments? *Acta Commercii*, 20(1):1-13.

Human, G., Ungerer, M. & Azémia, J.A.J. 2020. Mauritian consumer intentions to adopt online grocery shopping: An extended decomposition of UTAUT2 with moderation. *Management Dynamics*, 29(3):15-37.

- Robina-Ramírez, R. & Human, G. 2020. How macro level foundations influence emerging micro entrepreneurial activities: The case of South Africa. *Entrepreneurship and Sustainability Issues*, 7(4):3078.
- Carstens, M., Ungerer, M. & Human, G. 2019. Perceived Risk, Trust and Familiarity of Online Multi-Sided Pure-Play Platforms Selling Physical Offerings in an Emerging Market. *Southern African Business Review*, 23(1):1-32.
- Human, G.J.P., Hirschfelder, B. & Nel, J. 2018. The effect of online video content on sponsorship favourability. *International Journal of Emerging Markets*, 13(5): 1233-1250.
- Human, G.J.P. 2018. Tribute to a "good fella". *Industrial Marketing Management*, 69:129-130.
- Priilaid, D., Human, G.J.P., Pitcher, K., Smith, T. & Varkel, C. 2017. Are Consumers' Quality Perceptions Influenced by Brand Familiarity, Brand Exposure and Brand Knowledge? Results from a Wine Tasting Experiment. *Southern African Journal of Business Management*, 48(2):45-54.
- Katono, I.W., Priilaid, D. & Human, G.J.P. 2016. The impact of culture on individual entrepreneurial orientation and the moderating role of entrepreneurial competencies on graduate entrepreneurial intentions: A cross sectional survey of Uganda. *The Workplace Review*, October:21-53. Sobey School of Business, Saint Mary's University.
- Human, G.J.P., Bick, G. & Singh, A. 2016. Strategic drivers of a network-orientated approach to the organisation of marketing in business-to-business firms. *Management Dynamics*, 25(3):33-45.
- Human, G.J.P. & Naudé, P. 2013. Heterogeneity in the quality-satisfaction-loyalty framework. *Industrial Marketing Management*, 43(6):920-928.
- Human, G.J.P., Ascott-Evans, B., Souter, W.G. & Xabanisa, S.S. 2011. Advertising, brand knowledge and attitudinal loyalty in low-income markets: Can advertising make a difference at the 'bottom-of-the-pyramid'? *Management Dynamics*, 20(2):33-45.
- Human, G.J.P. & Naudé, P. 2010. Relationship and Innovation Orientation in a Business-to-Business Context. *South African Journal of Business Management*, 41(4):15-26.