

## PROF CHRISTO BSHOFF

### Profile

Professor Boshoff has been a member of the Department of Business Management for the past 17 years. Previously, he was linked to the University of Otago in New Zealand, and Nelson Mandela University in Port Elizabeth (Gqeberha). He is currently the chair of the Department of Business Management and Vice-Dean: Research of the Faculty of Economic and Management Sciences. His areas of expertise are Marketing and Neuro-physiological research.

### Education

Degree	Field of study	Academic institution
PhD	Business Management	University of Pretoria
MComm	Business Management	University of Port Elizabeth (now Nelson Mandela University)

### Membership of scientific and professional organisations

Member of the SA Institute of Management Sciences

- Member of the Southern African Institute for Management Scientists (SAIMS)

### Contact details

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### Research

#### *Recent articles in accredited journals*

Boshoff, C. 2021. The role of gender and physical attractiveness during a service failure-denial encounter: A neurophysiological perspective. *Management Dynamics*, 30(3):18-37.

Nel, J. & Boshoff, C. 2020. Status quo bias and shoppers' mobile website purchasing resistance. *European Journal of Marketing*, 54(6):1433-1466.

Nel, J. & Boshoff, C. 2021. "I just don't like digital-only banks, and you should not use them either": Traditional-bank customers' opposition to using digital-only banks. *Journal of Retailing and Consumer Services*, 59:1-11, #102368.