

DR DEBBIE HUMAN-VAN ECK

Profile

Dr Debbie Human-Van Eck has been with the Department of Business Management since 2003. She completed a Master's in Industrial Psychology, focusing on sustainability, and a PhD in Marketing, focusing on cause-related marketing. She teaches Marketing Communication, Consumer Behaviour, Brand Management and Digital Marketing. In addition to these fields, her expertise includes Brand Purpose, Design Thinking, Creativity, and the interaction between business and society. Dr Human-Van Eck has supervised numerous postgraduate students and she welcomes research project proposals. She is the co-founder and chairperson of a non-profit organisation that has been in existence since 2010 and consults to the non-profit industry and private sector, in particular to facilitate collaborative projects. Dr Human-Van Eck is a member of Stellenbosch University's Brand Reference Group, and Communication Policy Task Team. She is a proud mother and wife who is passionate about making the world a happier place.

Areas of expertise: Marketing Communication, Consumer Psychology, Brand Management, Brand Purpose, Design Thinking, Creativity and Strategic Digital Thinking.

Education

Year	Degree	Field of study	Academic institution
2016	PhD	Marketing (cause-related marketing)	Stellenbosch University
2004	MCom	Industrial Psychology (sustainability and CSI)	Stellenbosch University
2001	BCom Honours	Industrial Psychology	Stellenbosch University
2000	BCom	Marketing Management, Industrial Psychology and Strategic Management	Stellenbosch University
	Digital Marketing short course	Digital Marketing	Red&Yellow and Stellenbosch Business School

Membership of scientific and professional organisations

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

Contact details

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Research

Journal articles

Human-Van Eck, D. Pentz, C.D. & Beyers, T. 2021. Influencers on Instagram: The Influence of Disclosure, Followers and Authority Heuristic on Source Credibility. *Advances in Digital Marketing and eCommerce*.

Human, D. & Terblanche, N.S. 2016. Three parties and the virtues of cause-related marketing: Perceptions of business and consumers in an emerging economy. *Journal of Euromarketing*, 25(1-2):19-33.

Human, D. & Terblanche, N.S. 2012. Who receives what? The influence of the donation magnitude and donation recipient in cause-related marketing. *Journal of Nonprofit & Public Sector Marketing*, 24(2):141-160.

De Wet, H.F., Marais, M.R. & Human, D. 2010. Should puffery advertising in South Africa be banned? An interdisciplinary analysis. *Acta Academica*, 42(2):117-144.

Conference papers: International conferences

Human-Van Eck, D. Pentz, C.D. & Beyers, T. 2021. *Influencers on Instagram: The Influence of Disclosure, Followers and Authority Heuristic on Source Credibility*. Paper delivered at the 2nd Digital Marketing & eCommerce Conference, June, Online.

Human-Van Eck, D., Grobbelaar, C. & Boshoff, C. 2019. *Does "thank you" matter? A neuromarketing perspective on the influence of gratitude-based response messages*. Paper delivered at the World Social Marketing Conference. June, Edinburgh, Scotland.

Human-Van Eck, D. 2018. *Cause-related marketing: the influence of the donation recipient in campaign success*. Paper delivered at the annual ATINER conference. July, Athens, Greece.

Human, D. & Terblanche, N.S. 2016. *The magic of imagination: A quantitative exploration of an untapped gem*. Paper delivered at the annual conference of the Academy of Marketing. July, Limerick, Ireland.

Human, D. 2015. *Can endorsements save non-profit organisations? A neurophysiological perspective*. Paper delivered at the 14th International Conference on Research in Advertising. June, London, United Kingdom.

Human, D. 2014. *Are celebrity endorsements worth the effort? A non-profit conundrum*. Paper delivered at the 13th International Conference on Research in Advertising. June, Amsterdam, Netherlands.

Human, D. 2013. *The influence of celebrity endorsement on attitudes and donation intentions in the non-profit industry*. Paper delivered at the fifth conference of the Indian Institute of Management (IIMA). January, Ahmedabad, India.

- Human, D. 2012. *Keeping cause-related marketing on the straight and narrow: Ethical guidelines for campaign design and implementation*. Paper delivered at the annual conference of the Business Ethics Network of Africa (BEN-Africa). October, Entebbe, Uganda. (Best Paper Award)
- Human, D. 2014. *Cause-Related Marketing: The Influence of Feedback Source and Product Price on Consumer Scepticism, Attitudes and Intentions*. Paper delivered at the International Conference for Academic Disciplines. April, Vienna, Austria.
- Human, D. 2011. *The Influence of Consumer Attitude in Cause-Related Marketing: A Structural Equation Model*. Paper delivered at the annual conference of the Athens Institute for Education and Research. July, Athens, Greece.
- Human, D. & Terblanche, N.S. 2010. *The Influence of Donation Magnitude and the Donation Recipient on Consumer Attitude toward the Offer and Participation Intentions in Cause-Related Marketing*. Paper delivered at the annual conference of the Australian and New Zealand Marketing Academy. November/December, Christchurch, New Zealand.
- Human, D. & Terblanche, N.S. 2009. *Cause-related marketing in South Africa: A qualitative exploration*. Paper delivered at the annual conference of the Australian and New Zealand Marketing Academy. November/December, Melbourne, Australia.
- Human, D. & Terblanche, N.S. 2009. *A co-branding perspective on cause-related marketing*. Paper delivered at the annual conference of the annual conference of the European Marketing Academy. May, Nantes, France.
- Human, D. & Terblanche, N.S. 2009. *Benefits all around – the case of cause-related marketing*. Paper delivered at the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies. January, India.
- Human, D. & Terblanche, N.S. 2008. *A qualitative empirical study of cause-related marketing: Donation levels, brand prominence, and donation expression formats*. Paper delivered at the annual conference of the Academy of Marketing. July, Aberdeen, Scotland.
- Human, D. & Terblanche, N.S. 2008. *Cause-related marketing: The case of South Africa*. Paper delivered at the annual conference of the European Marketing Academy. May, Brighton, United Kingdom.

Conference papers: Local conferences

- Human-Van Eck, D., Grobbelaar, C. & Boshoff, C. 2019. *Is 'thank you' enough? The influence of feedback messages on neurophysiological responses in a non-profit context*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Port Elizabeth (Gqeberha), South Africa.

- De Villiers, E., Human-Van Eck, D. & Pentz, C.D. 2017. *The influence of musical congruence in advertising on attitude and intent*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Bloemfontein, South Africa.
- Human, D. 2015. *Can neurophysiological measures benefit corporate social marketing? The 'papa wag vir jou' Drive Dry case*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Cape Town, South Africa.
- De Villiers, E., Human, D. & Pentz, C.D. 2015. *Music in advertising: The impact of congruity on attitudes and intent*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Cape Town, South Africa.
- Human, D. 2014. *Celebrity endorsement a saving grace for non-profit organisations? A mixed-method perspective*. Paper delivered at the South African Marketing Research Association Annual Conference. June, Stellenbosch, South Africa.
- Human, D. 2014. *Celebrity endorsement a saving grace for non-profit organisations? A neuro-physiological perspective*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Vereeniging, South Africa.
- Human, D. & Pheiffer, C. 2010. *The influence of trade characters on the recognition, recall and preferences of Generation Z consumers*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Port Elizabeth, South Africa.
- Human, D. & Ross, M. 2010. *The influence of price premium and product type on the choice of cause-related marketing brands*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Port Alfred, South Africa.
- Human, D. & Terblanche, N.S. 2007. *Cause-related marketing within the South African context – a mutually beneficial solution*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Johannesburg, South Africa.
- Human, D. & Terblanche, N.S. 2006. *Sustainable growth and branding: the effect of cause-related co-branding and monetary contribution level on brand image*. Paper delivered at the First International Conference on Business. November, Johannesburg, South Africa.
- Human, D. & Terblanche, N.S. 2006. *The influence of cause-related co-branding, contribution level and product involvement on brand image*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Stellenbosch, South Africa.
- Human, D. & Terblanche, N.S. 2006. *Sustainable growth and branding: the effect of cause-related co-branding and monetary contribution level on brand image*. Paper delivered at the First International Conference on Business. November, Johannesburg, South Africa.

Human, D. & Terblanche, N.S. 2005. *Co-branding as a means for leveraging a brand – an exploratory study*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Bloemfontein, South Africa.

Human, D. & Terblanche, N.S. 2004. *Achieving sustainability through a triple bottom line approach to business – guidelines for triple bottom line adoption*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Cape Town, South Africa.

Human, D. & Terblanche, N.S. 2003. *From corporate social responsibility to corporate social investment: a systemic strategic approach*. Paper delivered at the annual conference of the Southern African Institute for Management Scientists. September, Potchefstroom, South Africa.