

DR LENÉ EHLERS

Profile

Dr Ehlers has been a lecturer at the Department of Business Management since 2016. Previously, she was a senior lecturer at the Department of Marketing at the University of Pretoria and a lecturer in Marketing at the Technikon Pretoria. She has been involved with various undergraduate and postgraduate courses during her 20-year academic career, and has been the study supervisor for Master's as well as PhD students. Currently, she specialises in retail management and has a research interest in digital marketing. She is also an external referee for various accredited journals and acts as external examiner for a number of academic institutions. Her areas of expertise are Retail, Marketing Communication and Consumer Behaviour.

Education

Year	Degree	Field of study	Academic institution
2003	DCom	Marketing and Communication Management	University of Pretoria
1997	MCom	Business Management	Rand Afrikaans University (RAU) (now University of Johannesburg – UJ)
1993	BCom (Hons)	Marketing Management	RAU/UJ
1992	BCom	Communication Management	RAU/UJ

Academic career

- January 1996 – December 1998: Lecturer, Technikon Pretoria, Department of Marketing
- January 1999 – June 2012: Senior Lecturer, University of Pretoria, Department of Marketing
- January 2016 – present: Senior Lecturer, Stellenbosch University

Professional career/experience

- Marketing assistant and accounts manager in marketing research

Awards

- Academic colours, University of Pretoria

Membership of scientific and professional organisations

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

Contact details

+27 (0)21 808 2691

+27 (0)21 808 2026 (Departmental secretary)

ehlerslene@sun.ac.za

Research

Journal articles

Ehlers, L. & Van Schalkwyk, S. 2021. Product videos “gone viral”: Exploring the role of content, positive affect and social motivations. *Communicare*.

Jordaan, Y. & Ehlers, L. 2011. Advertising credibility across media channels: Perceptions of Generation Y consumers. *Communicare*, 30(1).

Du Plooy, A.T., Van der Waldt, D.I.R. & Ehlers, L. 2013. A classification framework for out-of-home advertising media in South Africa. *Communicatio*, 39(3):383-401.

Books / chapters in books

Ehlers, L. 2011. Brand differentiation and positioning. In H.B. Klopper & E. North (Eds.), *Brand Management*. South Africa: Pearson.

Ehlers, L. 2019. Communicating with consumers. In A. Erasmus, & Mpinganjira, M. (Eds.), *Consumer Behaviour: South African Psychology and Marketing Application*. Cape Town: Oxford University Press.