

PROF CHRIS PENTZ

Profile

Professor Chris Pentz has been a member of the Department of Business Management for the past 20 years. Before joining academia he worked in the energy industry in the United Kingdom, and in the corporate banking industry in South Africa. His areas of expertise are Strategic and global marketing, and Wine marketing.

Education

Degree	Field of study	Academic institution
PhD	Business Management	Stellenbosch University
MCom (cum laude)	Business Management	Stellenbosch University

Membership of scientific and professional organisations

- Member of the Southern African Institute for Management Scientists (SAIMS)
- Board member of the Global Communication Institute (GlobCom)

Contact details

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Research

Recent journals articles

Van der Colff, N., Pentz, C.D. & Nieuwoudt, H.H. 2019. A varietal-specific approach to explore consumers' wine risk perception. *International Journal of Wine Business Research*, 31(4):640-659.

Pentz, C.D., & Forrester, A. 2020. The importance of wine attributes in an emerging wine-producing country. *South African Journal of Business Management*, 51(1):1-9.

Pentz, C.D., Du Preez, R. & Swiegers, L. 2020. To bu(Y) or not to bu(Y): Perceived risk barriers to online shopping among South African Generation Y consumers. *Cogent Business and Management*, 7(1):1-25.