

PROF GERT HUMAN

Profile

Prof Human is a professor of Strategy in the Department of Business Management at Stellenbosch University, where he chairs the programme focal area of Innovation, Strategy and Entrepreneurship. His research interests focus on strategy in complex business-to-business networks and strategic transformation. Gert serves on multiple editorial boards and is an active member of various scientific societies in his field. Gert also held senior management positions in the South African private healthcare sector.

Education

Degree	Field of study	Academic institution
PhD	Business Management	University of Cape Town, Manchester Business School

Membership of scientific and professional organisations

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

Contact details

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Research

Recent publications

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.

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- 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.
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