

DR DEBBIE HUMAN-VAN ECK

Profiel

Dr Debbie Human-Van Eck is sedert 2003 by die Departement Ondernemingsbestuur werksaam. Sy het 'n Meestersgraad in Bedryfsielkunde met volhoubaarheid as tema, en 'n PhD in Bemaking wat op goeie-doel-bemaking gerig is. Sy gee klas in Bemakingskommunikasie, Verbruikersgedrag, Handelsmerkbestuur, en Digitale Bemaking. Haar kundigheidsgebiede sluit ook in Handelsmerkdoel, Ontwerpdenke, Kreatiwiteit, en die interaksie tussen besigheid en die samelewing. Dr Human-Van Eck bied studieleiding aan talle nagraadse studente, en sy verwelkom voorstelle vir navorsingsprojekte. Sy is die medestigter en voorsitter van 'n nie-winsgerigte organisasie wat sedert 2010 bestaan, en sy doen konsultasiewerk in die nie-winsgerigte sektor en private sektor, veral konsultasiewerk wat oor die fasilitering van samewerkingsprojekte handel. Dr Human-Van Eck is 'n lid van die Universiteit Stellenbosch se Handelsmerkverwysingsgroep, en Kommunikasiebeleid-taakspan. Sy is 'n trotse ma en vrou, en sy is passievol daaroor om die wêreld 'n gelukkiger plek te maak.

Kundigheidsgebiede: Bemakingskommunikasie, Verbruikersielkunde, Handelsmerkbestuur, Handelsmerkdoel, Ontwerpdenke, Kreatiwiteit, en Strategiese Digitale Denke.

Opleiding

Jaar	Graad	Studierigting	Akademiese instansie
2016	PhD	Bemaking (goeie-doel-bemaking)	Universiteit Stellenbosch
2004	MCom	Bedryfsielkunde (volhoubaarheid en korporatiewe sosiale belegging)	Universiteit Stellenbosch
2001	BCom Honneurs	Bedryfsielkunde	Universiteit Stellenbosch
2000	BCom	Bemakingsbestuur, Bedryfsielkunde en Strategiebestuur	Universiteit Stellenbosch
	Digitale Bemaking (kort kursus)	Digitale Bemaking	Red&Yellow, en Universiteit van Stellenbosch Bestuurskool

Lidmaatskap van wetenskaplike en professionele organisasies

- Lid van die Southern African Institute for Management Scientists (SAIMS)

Kontakbesonderhede

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Navorsing

Artikels in vaktydskrifte

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.

Referate by konferensies: Internasionale konferensies

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.

Referate by konferensies: plaaslike konferensies

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, 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 neurophysiological 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.