

DR STEFANIE KÜHN

Profile

Dr Stefanie Kühn joined academia in 2012 to pursue a PhD in Marketing Management. Before returning to academia, she was a research executive at a research agency, managing various qualitative and quantitative research projects in different African countries. Dr Kühn has always been fascinated by human behaviour and decision-making, and loves discussing the 'why' behind it with friends, colleagues and students. She is passionate about marketing research, and the application of different research techniques to better understand consumer decision-making. Her areas of expertise are Relationship Marketing and Consumer Behaviour, with emphasis on how consumers respond to organisations' efforts to establish and maintain relationships with them. Although she is self-taught in an array of analytical techniques and software (including MPlus, Smart-PLS, AMOS, and Hayes Process Macro for SPSS), she has recently delved into neurophysiological research. Consumers' decision-making is also driven by the subconscious, which cannot always be measured with self-report measures.

Education

Year	Degree	Field of study	Academic institution
2016	PhD	Marketing Management	North-West University
2010	MCom (<i>cum laude</i>)	Marketing Management	North-West University
2008	BCom Honours (<i>cum laude</i>)	Marketing Management	North-West University
2007	BCom (<i>cum laude</i>)	Marketing Management	North-West University

Academic career

- **2017 – present:** Senior lecturer in Department of Business Management, Stellenbosch University
- **2012 – 2017:** Lecturer in the School of Business Management, North-West University, Potchefstroom Campus

Professional career/experience

2010 – 2011: Research executive at Vision Africa Research Stakeholder and Product Research. Responsibilities included liaising with clients, assistance in proposal writing, and managing qualitative and quantitative research projects in Namibia and other African countries (including Angola and Zambia). More specifically, the management of research projects included drafting project budgets and schedules to meet deadlines, training, supervising and managing fieldworkers and recruiters, data editing, cleaning and coding, data analyses and report writing and presentation to clients.

Awards

- 2019: Emerald Literati Award for Outstanding Reviewer

- 2019: Winner of Elite Research Fund at Faculty Economics and Management Sciences, Stellenbosch University

Membership of scientific and professional organisations

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

Contact details

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Research

Recent journal publications

Van der Westhuizen, L., & Kühn, S.W. 2021. Handmade clothing consumption as self-expression: A consumer perspective. *Journal of Fashion Marketing and Management* (ABCD B, SJR = 40, SNIP = 25, H Index 40, Q1)

Kühn, S.W. & Boshoff, C. 2021. The role of plot in brand story construction: A neurophysiological perspective. *Journal of Strategic Marketing*.

<https://www.tandfonline.com/doi/pdf/10.1080/0965254X.2021.1968018?needAccess=true> (ABCD A, SJR = 0.641, SNIP = 1.506, H Index 50, Q2)

Kühn, S.W. 2021. Predictors of customer loyalty towards South African independent coffee shops: A mixed-method approach. *Management Dynamics*, 30(1):17-37. DHET-accredited.

Kühn, S.W. & Petzer, D.J. 2018. Fostering purchase intentions towards online retailer websites in an emerging market: An S-O-R perspective. *Journal of Internet Commerce*, 17(3):255-282. IBSS-accredited. (ABCD B, SJR = 0.719, SNIP = 1.539, H Index 25, Q1)

Kühn, S.W. & Bothma, M. 2018. The coffee shop dining experience and customer loyalty intentions: Brewing the perfect blend. *Management Dynamics*, 27(4):12-28. DHET-accredited.

Books / chapters in books

Kühn, S.W. 2018. Introduction to research methodology. In N. Cunningham (Ed.), *Introduction to marketing research*. Van Schaik: Pretoria.

Kühn, S.W. & Petzer, D.J. 2016. Vigo Malt Soft Drink. In H.B. Klopper & K. Viljoen (Eds.), *Contemporary cases in Southern African marketing*. Van Schaik: Pretoria.

Recent conference papers

Kühn, S.W. & Boshoff, C. 2020. *Moments that matter: A neurophysiological perspective on film storytelling advertisements*. Poster presentation at European Marketing Academy Conference. Budapest, Hungary. (Conference cancelled due to Covid-19.)

Kühn, S.W. & Boshoff, C. 2019. *The role of music in storytelling advertisements: A neuro-physiological perspective*. Work-in-progress paper presented at the 31st annual conference of the SAIMS (Southern African Institute for Management Scientists).

Kühn, S.W. 2018. *If word of mouth boomerangs: A conceptual framework of possible self-conscious emotions elicited and future behaviours*. Poster presentation at European Marketing Academy Conference. Glasgow, Scotland.

Kühn, S.W. 2018. *Extending the effects of referral failures: A dyadic consumer perspective*. Work-in-progress paper presented at the 30th annual conference of the SAIMS (Southern African Institute for Management Scientists).