

Adele Dawn Berndt, D Comm.  
Associate Professor

Jönköping International Business School  
Jönköping University  
P O Box 1026  
Jönköping  
SE 551-11

### ACADEMIC QUALIFICATIONS

All degrees were awarded by the Rand Afrikaans University, Johannesburg, South Africa.

Bachelor of Commerce (BCom)	:	1986
Bachelor of Commerce (BCom Hons)	:	1988
Master of Commerce (MCom)	:	1991
Doctorate of Commerce (DCom)	:	Completed in 2000 Awarded in 2001

My Doctorate (specialising in Marketing Management) was awarded based on a thesis entitled "An investigation into the evaluation of sponsorships in South Africa" prepared under the supervision of Dr L Koekemoer.

### ACADEMIC POSITIONS

1 February 2012 – present	Associate Professor Jönköping International Business School (JIBS).
July 2009 – December 2011	Senior lecturer, Monash South Africa
July 2002 – June 2009	Started as a senior lecturer and promoted to Full Professor University of Johannesburg
January 1994 - June 2002	Academic - self-employed
July 1989 – December 1993	Technikon Witwatersrand

### ACADEMIC PEER-REVIEWED PUBLICATIONS

Gikonyo, L., **Berndt**, A. and Wadawi, J. 2014. Critical success factors for franchised restaurants entering the Kenyan market: franchisors' perspective, *International Journal of Business and Social Science*,  
Andersson, M., Fredriksson, M. and **Berndt**, A. 2014. Open or Delete: Decision-makers Attitudes Towards E-mail Marketing Messages. *Advances in Social Sciences Research Journal*, 1 (3), 133–144.  
DOI:10.14738/assrj.13.201

- 
- Gikonyo, L., **Berndt**, A. and Wadawi, J. 2014. Critical success factors for franchised restaurants entering the Kenyan market: customers' perspective, *International Journal of Management and Sustainability*, 3 (7): 433-447.
- Berndt**, AD., Petzer, DP. and Wayland, JP. 2014. Comprehension of Marketing Research Texts among South African students: an investigation. *South African Journal of Higher Education*, 28 (1), 28-44.
- Berndt**, AD. and Wayland, JP. 2014. Evaluating the Readability of Marketing Research textbooks: an International Comparison, *Journal of International Education in Business*. 7 (1), 47-59.
- Berndt**, AD., Klopper, HB., Niemann-Struweg, I. and Meintjes, C. 2013. Resident co-creation: the case of the 2010 Soccer World Cup, *European Business Review*, 25 (4), 336 – 350.
- Berndt**, AD. and Koekemoer, M. 2012. Online customer complaints and defamation. *Journal of Digital Marketing*, 3 (1), 21-38.
- Berndt**, AD and Gikonyo, L. 2012. Environmental behaviours in Africa: an exploratory study. *Journal of Management and Sustainability*, 2, No (2). DOI: 10.5539/jms.v2n2p1.
- Holder, M and **Berndt**, AD. 2011. Changes in servicescape and service quality perceptions in a maternity unit. *International Journal of Health Care Quality Assurance*, 24 (5), 389-405. ISSN: 09526862
- Berndt**, AD and Petzer, D. 2011. Environmental Concern of South African cohorts: An exploratory study. *African Journal of Business Management* 5, (19), 7899-7910, SSCI: 1993-8233.
- Berndt**, AD, Saunders, S. and Petzer, D. 2010. Readiness for Banking Technologies of Urban Consumers in a Developing Country. *Southern African Business Review*, 14 (3), December 2010. ISSN 1998-8125.
- Berndt**, AD. 2009. Investigating service quality dimensions in motor vehicle servicing. *African Journal of Marketing Management*. 1 (1), 1 – 9.
- Berndt**, AD. 2009. Franchisee satisfaction among food franchisees: an exploratory study. *Southern African Business Review*. 13 (1), April, 1-20. ISSN 1998-8125.
- Brink, CE, **Berndt**, AD and du Plessis, L. 2008. An investigation of gender perception of music and odour in a retail clothing chain. *International Retail and Marketing Review*, 4 (1), 47 – 60. ISSN: 1817-4428.
- Berndt**, AD. 2008. The media habits of Generation Y consumers. *Management Insights*, Faculty of Management, UJ.
- Oosthuizen, T and **Berndt**, AD. 2008. Stress management behaviour among academic employees. *Journal of Contemporary Management*, 5, 90 - 115. ISSN 1815-7440.
- Berndt**, AD and Herbst, FJ. 2006. Service quality in the motor vehicle industry in South Africa: an exploratory study. *Southern African Business Review*. 10 (2), 97 – 110. ISSN 1998-8125.
- Berndt**, AD., Herbst, FJ and Roux, L. 2005. Customer Relationship Management Implementation within an emerging market. *Journal of Global Business and Technology*. 1 (2). 81 – 89. ISSN: 1553-5495.
- Viljoen, M., Bennett, JA., **Berndt**, AD and Van Zyl, C. 2005. The use of Technology in Customer Relationship Management (CRM). *Acta Commercii*. 9, 106 – 116.
- Berndt**, AD., Herbst, FJ. and Roux, L. 2004. Customer Relationship Management Implementation within a Retail Banking environment: A South
-

---

African perspective. *Southern African Business Review*. 8 (2), 31 - 41. ISSN 1998-8125.

**Berndt**, AD. 2004. Sponsorship Evaluation in South Africa. *Developments in Marketing Science*. Volume XXVII 2004. Academy of Marketing Science.

**Berndt**, AD., Herbst, FJ and Roux, L. 2004. Implementing a Customer Relationship Management Programme in an emerging market. Readings book of the International Conference of the Global Business and Technology Association edited by Delener & Chao.

**Berndt**, AD. 2003. Leadership and the value chain *Acta Commercii*. 3, 1-8.

**Berndt**, AD and Koekemoer, CL. 2001. Sponsorship evaluation in South Africa. *Acta Commercii*. 1,12-18.

## CONFERENCE PRESENTATIONS

Arnaud, A., Kollman, A. & **Berndt**, A. 2014. The use of shopping lists by Generation Y consumers in grocery shopping, Nordic Wholesale and Retail conference, Stockholm, 5-6 November 2014.

Anderson, H., **Berndt**, AD. and Lund, K. 2013. Animals and Brand Association in Advertising. 22nd Nordic Academy of Management Conference. Reykjavik 21 - 23 August.

Angstmann, K., Strauch, A-K and **Berndt**, AD. 2013. What we can learn from shopping lists. 22nd Nordic Academy of Management Conference. Reykjavik 21 - 23 August.

Anderson, H and **Berndt**, A. 2012. The retailing business of pets in Sweden, NWRC 2012, Lund.

Klopper, HB, Niemann-Struweg, I, Meintjes, C and **Berndt**, A. 2012. Connecting dimensions of co-creation with brand resonance: A world cup event. BAM 2012 Conference, 11th - 13th September - Cardiff University, UK

**Berndt**, A and Wayland, J.P. 2012. Evaluating the Readability of Marketing Research textbooks: An International Comparison. World Marketing Conference, Atlanta, August 2012.

**Berndt**, A. and Gikonyo, L. 2011. Environmental buying decisions: A Kenyan perspective. Southern African Institute of Management Scientists conference, 13-15 September 2011.

Klopper, HB and **Berndt**, AD. 2011. Measuring efficiency in a retail context – a multi-perspective approach. Southern African Institute of Management Scientists conference, 13-15 September 2011 (Work-in-progress).

Klopper, HB., **Berndt**, AD., Niemann-Struweg, I and Meintjes, C. 2011. The role of co-creation on resident's brand resonance: A world cup event. Southern African Institute of Management Scientists conference, 13-15 September 2011 (Work-in-progress).

**Berndt**, AD., Klopper, HB., Niemann-Struweg, I and Meintjes, C. 2011. Resident co-creation: The case of the 2010 World Cup in South Africa. World Marketing Conference, Reims, July 2011.

**Berndt**, AD., Klopper, HB., Niemann-Struweg, I and Meintjes, C. 2011. Resident Involvement: The case of the 2010 World Cup in South Africa. Academy of Marketing Science, Miami, May 2011.

**Berndt**, AD. 2011. Your best Buddy: The case of Toyota South Africa. Academy of Marketing Science (AMS). May 2011 in Miami, USA.

**Berndt**, AD and Klopper, HB. 2010. Retail Efficiency and the Balanced

---

---

Scorecard. Southern African Accounting Association (SAAA), Johannesburg, 23 September 2010.

**Berndt**, AD., Klopper, HB., Niemann-Struweg, I and Meintjes, C. 2010. Residents' role in the co-creation of South Africa as a brand: A world cup event. Southern African Institute of Management Scientists, Mpkweni Sun, 12-15 September 2010 (work-in-progress)

Meyer, EM and **Berndt**, AD. 2010. Service quality dimensions: the case of an independent school, Southern African Institute of Management Scientists, Mpkweni Sun, 12 -15 September 2010.

**Berndt**, AD and Koekemoer, M. 2010. Online customer complaints and defamation. 12<sup>th</sup> International Conference of the Global Business and Technology Association (GBATA), Kruger Park South Africa, 5 – 9 July 2010.

**Berndt**, AD and Klopper, HB. 2010. Measuring Retail Efficiency. 12<sup>th</sup> International Conference of the Global Business and Technology Association, (GBATA), Kruger Park South Africa, 5 – 9 July 2010.

**Berndt**, AD and Petzer, DJ. 2010. Attitudes towards Environmental Issues: An exploratory study. University of Johannesburg Faculty Conference, May 2010.

Holder, M and **Berndt**, AD. 2009. Changes in servicescape and service quality perceptions in a maternity unit. Frontiers in Services' Marketing Conference, Hawaii, 29 - 31 October 2009.

Gikonyo, L and **Berndt**, AD. 2009. Critical success factors of a fast food franchise entering the Kenyan market. International Business Conference, 16 - 17 September 2009.

McLachlan, B and **Berndt**, AD. 2009. Impacting employees through advertising. Southern African Institute for Management Scientists (SAIMS), Port Elizabeth, September 2009.

Du Plessis, L., **Berndt**, AD and Petzer, D. 2009. The attitude of generation Y students at a South African University towards supporting charitable organizations. Eleventh Annual International Conference of the Global Business and Technology Association in Prague, Czech Republic, July 7 – 11, 2009.

Conradie, E and **Berndt**, AD. 2009. Perceptions of Service Quality in a Relationship Quality Context Experienced by Corporate Clients of South African Medical Schemes. EIRASS conference, Niagara Falls, Canada, July 2009.

Oosthuizen, T and **Berndt**, AD. 2009. Academic employees presenting stress management behaviour in a diverse context. University of Johannesburg Faculty Conference, March 2009.

**Berndt**, AD., Petzer, DJ. and Saunders, S. 2009. The readiness of South African consumers for technology-based banking products and services. University of Johannesburg Faculty Conference, March 2009.

**Berndt**, AD, Petzer, D and Saunders, S. 2008. The impact of the Technology Readiness Index (TRI) on banking services in emerging economies. 17th Annual Frontiers in Service Conference, University of Maryland, USA, October 2008.

Van Rensburg, A and **Berndt**, AD. 2008. Perceptions of Internal Marketing (IM) dimensions in a retail context. South African Management Forum, Johannesburg, September 2008.

---

- 
- Berndt**, AD and Kujawa, B. 2008. Relationship Marketing and third party logistics suppliers (3PL) suppliers: An exploratory study. Southern African Institute for Management Scientists (SAIMS), Johannesburg, September 2008.
- du Toit, G and **Berndt**, AD. 2008. An investigation of the importance of motor vehicle product attributes among Generation Y consumers. Southern African Institute for Management Scientists (SAIMS), Johannesburg, September 2008.
- Petzer, D., **Berndt**, AD and Saunders, S. 2008. The Technology Readiness of Urban South African Banking Customers. Southern African Institute for Management Scientists (SAIMS), Johannesburg, September 2008.
- Conradie, E and **Berndt**, AD. 2008. The impact of service quality and relationship marketing on purchasing a medical scheme: An exploratory study. Academy of World Business Marketing and Management Development (AWBMAMD), Rio de Janeiro, Brazil. July 2008.
- Berndt**, AD. 2007. Service Quality in the motor vehicle industry in South Africa. 16th Annual Frontiers in Service Conference, San Francisco, October 2007.
- Oosthuizen, T and **Berndt**, AD. 2007. Diversity, Stress and Spirituality in a merging institution. 7th International Conference on Diversity in Organisations, cultures and society, Holland, July 2007.
- Berndt**, AD. 2008. Franchisee Satisfaction among food franchisees. International Society of Franchising (ISoF) 22nd Annual Conference, Saint Malo, France, June 2008.
- Berndt**, AD. 2007. Media habits of Generation Y consumers. South African Institute for Management Scientists (SAIMS), Johannesburg, September 2007. (One of three finalists for the Best Paper award)
- Berndt**, AD. 2007. The Possible effect of media habits of Generation Y consumers on Customer Relationship Management (CRM) Strategies. South African Management Forum, Bloemfontein, August 2007.
- Van Niekerk, E and **Berndt**, AD. 2006. Employee satisfaction and customer satisfaction: an investigation. Acta Commercii Conference, University of Johannesburg, Gauteng, October 2006.
- Berndt**, AD. 2006. Service Quality In a Gauteng Motor Dealership: An Exploratory Study. Southern African Institute for Management Scientists (SAIMS), Stellenbosch, September 2006.
- Berndt**, AD and Herbst, F. 2006. Service Quality in a motor vehicle franchise: An exploratory study. International Society of Franchising 20th Annual Conference, Palm Springs, February 2006.
- Oosthuizen, T and **Berndt**, AD. 2005. Diversity, Stress and Spirituality in a merging tertiary institution. Southern African Institute for Management Scientists (SAIMS) Conference, Bloemfontein September 2005.
- Paswan, A and **Berndt**, AD. 2005. CRM and Franchise systems. International Society of Franchising 19th Annual Conference University of Westminster, May 2005.
- Roux, L., Herbst, F and **Berndt**, AD. 2004. Implementing a Customer Relationship Management (CRM) programme: A South African Financial Services Perspective. 13th Annual Frontiers in Services Marketing conference, October 2004 in Miami, USA.
-

Zaayman, P., van Solms, B and **Berndt**, AD. 2004. e-CRM in the Small and Medium sector in South Africa. Southern African Institute for Management Scientists (SAIMS) Conference, Cape Town, September 2004.

Roux, L., Herbst, F and **Berndt**, AD. 2004. Implementing a Customer Relationship Management programme in emerging market: A financial services perspective. International Conference of the Global Business and Technology Association. Cape Town, June 2004.

**Berndt**, AD. 2004. Sponsorship evaluation in South Africa. Academy of Marketing Science (AMS). May 2004 in Vancouver, Canada.

**Berndt**, AD. 2003. The Evaluation of sponsorships. Southern African Institute for Management Scientists (SAIMS) Conference, Potchefstroom, September 2003.

**Berndt**, AD. 2002. The Objectives set for Sponsorships. Southern African Institute for Management Scientists (SAIMS) Conference, Sun City, September 2002.

## BOOK CHAPTERS

Contribution to the Pearson Global Editions of Schiffman et al (Consumer Behaviour and Solomon et al (Consumer Behaviour).

Updates for Berndt & Tait (eds) have been submitted, the 4<sup>th</sup> edition.

Du Plessis, PJ and Boschhoff, C. (eds). 2014. *Services Marketing A contemporary approach*. 2<sup>nd</sup> Edition. Cape Town: Juta Publishers. One chapter on "Building relationships for service advantage".

Jooste, C., Strydom, J., du Plessis, F and **Berndt**, AD. 2012. *Strategic Marketing*. 4th Edition. Heinemann (Pty) Ltd. ISBN: 9781775781271.

**Berndt**, AD and Tait, M. (eds). 2012. *Relationship Marketing and Customer Relationship Management*. 3rd edition. Juta Legal and Academic Publishers. ISBN: 9780702186875.

**Berndt**, AD and Petzer, DJ. (eds). 2010. *Marketing Research*. Pearson Education South Africa. ISBN 9781770259812.

Nieuwenhuize, C and Oosthuizen, TFJO (eds). 2010. *Functional Management: a selective focus*. Future Dream Group. (ISBN: 978-0-620-47388-0). One chapter

Jooste C (ed) 2010. *Product Management*. 3rd Edition. Pretoria: Van Schaik Publishers. (ISBN: 978-0-627-02783-3). Two chapters.

**Berndt**, AD., Jooste, CJ., and Klopper, HB. 2009. *Introduction to Marketing Management*. 6<sup>th</sup> Edition. Future Dream Group. (ISBN: 978-0-86970-676-3)

**Berndt**, AD., du Plessis, L., Klopper, HB., Lubbe, I and Roberts-Lombard, M. 2009. *Getting started in Marketing*. Future Dream Group. (ISBN: 978-0-86970-666-4)

Du Plessis, PJ and Boschhoff, C. (eds). 2009. *Services Marketing A contemporary approach*. Cape Town: Juta Publishers. (ISBN: 978-0-70217-743-9).

Jooste, C., Strydom, J., du Plessis, F and **Berndt**, AD. 2008. *Strategic Marketing*. 3rd Edition. Heinemann (Pty) Ltd. One chapter. (also co-editor) (ISBN 10: 079822479X/ ISBN 13: 9780796224798).

---

Brink, A and **Berndt**, AD. 2008. *Relationship Marketing and Customer Relationship Management*. 2nd edition. Juta – Five chapters. (ISBN: 978-0-70217-739-2)

Abratt, R., Klopper, HB and Viljoen, K. 2007. *Contemporary cases*. Cape Town: New Africa Enterprises. (ISBN: 1869285840) Two cases (South African Police Services - SAPS and Pick 'n Pay).

Klopper, HB and **Berndt**, AD (eds). 2006. *Marketing: Fresh Perspectives*. Cape Town: Pearson Education. (ISBN 978-1-86891-290-2) (three chapters)

**Berndt**, AD., Grové, TA and Jooste, C. 2005. *Introduction to Marketing Management*. Johannesburg: Future Dream Publishers. (ISBN 0869706381). Two chapters.

Jooste C (ed) 2005. *Product Management*. 2nd Edition. Cape Town: New Africa Books (Pty) Ltd. (ISBN: 1-919876-92-8). Two chapters.

Brink, A and **Berndt**, A. (eds). *Customer Relationship Management and customer service in South Africa*. 2nd edition. Cape Town: Juta Publishers. ISBN: 0-7021-6124-1 Four chapters and co-editor.

Team member of a writing team for UNISA (Technikon SA) for Marketing Management IIB for use from the 2005 academic year.

Jooste, C., Klopper, HB., **Berndt**, AD and du Plessis, G. 2002. *Product Management*. Cape Town: New Africa Books (Pty) Ltd. (ISBN: 1-919876-92-8). One chapter.

I won third prize in a case writing competition for McGraw-Hill International with a case entitled "Toyota and Buddy". This case will be appearing in the 7<sup>th</sup> Edition of Principles and Practices of Marketing, edited by Prof Jobber.

I have also contributed to the Global Edition of Solomon, M. (Consumer Behaviour: Being, Having and Doing, 2014).

## TEACHING AND PEDAGOGICAL EDUCATION

Over 10 000 hours in teaching at all levels, from Bachelor to Doctoral courses. My focus has been in:

- Services' Marketing (Bachelor and Master courses)
- Consumer Behaviour (Master courses)
- Marketing Research (Master course)
- Thesis supervision (Masters students)
- Classics in Marketing

My teaching has taken place in South Africa, Sweden, United States, Rwanda and Mauritius.

Qualified Research Mentor

## AWARDS

Nomination for a Monash South Africa (MSA) Pro-Vice Chancellor's Research Award in 2010.

I received a Dean's Teaching Commendation in 2010 at Monash University.

I was a recipient of a "Lecturer of Distinction" award in the Faculty of Management at the University of Johannesburg in 2006.

One of three finalists for the Best Paper Award at the Southern African

---

Institute of Management Scientists Conference, September 2007.

### **ORGANISATIONAL CITIZENSHIP**

Programme Director for the Bachelor programmes in Business Administration  
Member of the Council for Masters and Bachelor Education (CUME).  
An alternate (reserve) member of the Research Faculty Board at JIBS,  
representing Business Administration.

### **ACADEMIC CITIZENSHIP AND AFFILIATIONS**

Board member of the Southern African Institute of Management Scientists (SAIMS) (2009 – 2012)  
Member of the Editorial Board of the European Business Review, the Southern African Business Review and the International Retailing and Marketing Review  
Reviewer for various journals, including those above  
Guest Editor for the European Business Review for a Special Issue focusing on business research in Southern Africa, published in 2010.  
Served as an AMS Track Chair in 2009 together with Prof Christo Boshoff (of Stellenbosch University).

---