



Title, First Name and Surname:	Prof Elsamari Botha
Knowledge Areas of Expertise:	<p>Viral Marketing Social media marketing Mobile technology and mobile technology applications (especially in SA context) Digitization of business in Emerging markets Digital innovation management African digital literacy</p>
Educational Qualifications: (Degree, Year, Institution)	<ul style="list-style-type: none"> • BCom Marketing and Communication Management, UP, 2002-2004 • BCom (Honours) Marketing and Communication Management , UP - 2005 • MCom Marketing and Communication Management, UP - 2008 • PhD Industrial Economics and Management, INDEK, Royal Institute of Technology (KTH), Stockholm, Sweden, 2010-2014
Membership of Professional Associations:	
Career Summary:	<p>Elsamari is an Associate Professor in Digital Enterprise Management (MBA) and Digital Quotient (PGDip) at the University of Stellenbosch Business School. Elsamari is the Academic Director of Educate24; Panel member of the South African Tech and e-Commerce Awards; Fellow of the King's Consumer and Organisation Data Analytics (CODA) Research Centre, King's Business School, King's College London; Research Associate at the Institute for Futures Research (IFR) on technology futures; and frequent speaker at Seamless Africa. She has published in numerous popular and academic journals including Public Relations Review, Business Horizons and the Journal of Retailing and Consumer Services.</p> <p>With over 19 peer reviewed journal articles published, 12 national conference proceedings and 23 international conference proceedings, Elsamari's research focuses on all things Digital. After completing her PhD (2014) in Industrial Economics and Management, at KTH Royal Institute of Technology (Stockholm), on Digital Marketing, her research now focuses on 1) Digital Entrepreneurship in particular how technology can improve (South) African businesses, 2) Online Consumer Behaviour, 3) the Next Billion, and 4) how transformative and disruptive digital innovations effect the people and businesses of Africa.</p>
Other Applicable Information:	Key Publications:

	<p>Plangger, K., Pitt, C., Pitt, L., Botha, E. & Kietzmann, J. 2018. How employees engage with B2B brands on social media: Word choice and verbal tone. <i>Industrial Marketing Management</i>. (ISSN: 0019-8501) (URL: https://doi-org.ez.sun.ac.za/10.1016/j.indmarman.2017.09.012)</p> <p>Pitt, C., Botha, E. & Ferreira, J. 2018. Employee brand engagement on social media: Managing optimism and commonality. <i>Business Horizons</i>, 61:635-642 (ISSN: 0007-6813)</p> <p>Wilson, M., Robson, K., & Botha, E. 2017. Crowdsourcing in a time of empowered stakeholders: Lessons from crowdsourcing campaigns. <i>Business Horizons</i>, 60(2):247–253. (ISSN: 0007-6813)</p> <p>Botha, E. & Reyneke, M. 2013. To share or not to share: The role of content and emotion in viral marketing. <i>Journal of Public Affairs</i>, 13(2):160-171 (ISSN: 1479-1854)</p>
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