



University of Stellenbosch Business School

Personal Information

Title:	Professor
First name:	Charlene
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Organisational role:	Associate Professor
Organisational position:	Head of MBA Research Assignments
Area(s) of expertise:	Marketing Management and Research Methodology

Executive Profile

Prof Charlene Gerber is Head of MBA Research Assignments at the USB and acts as research consultant. Her areas of expertise include business research, research methodology and marketing management.

She teaches Marketing as well as Research Methodology and has been extensively involved in establishing good research practice amongst the MBA students at the USB. She also teaches on USB-ED's Doctoral Research Training Programme, which assists candidates to follow through with their PhD studies.

Prof Gerber holds a DCom from UNISA and an MCom (cum laude), BCom (Hons) and BCom from Northwest University.

Education

Year	Degree	Field of Study	University	Country
2005	DCom	Business Management	University of South Africa	South Africa
2001	MCom (cum laude)	Business Management	North West University	South Africa
1998	BCom(Hons)	Business Management	North West University	South Africa
1997	BCom	Business Management	North West University	South Africa

Membership of professional and scientific organisations

Organisation
Marketing Association of South Africa
Southern African Institute for Management Scientists

Academic and Professional Experience

Commencement date	End date	Position	Institution	Country
2015/02/01		Associate Professor	University of Stellenbosch Business School (USB)	South Africa
2013/01/01	2014/01/31	Associate Professor	Department of Business Management, Stellenbosch University	South Africa
2013	2016	Research consultant	N'lighten	South Africa
2006/01/01	2012/12/31	Senior Lecturer	Department of Business Management, Stellenbosch University	South Africa
2000	2005	Lecturer (Marketing Research)	UNISA	South Africa
1999	1999	Contract Junior Lecturer (Business Management)	North West University	South Africa

Research Book/Journal Title	Authors	Publication	Publication Date
Journal articles			
The familiar versus the unfamiliar: Familiarity bias amongst individual investors	De Vries, A, Erasmus, P & Gerber, C	<i>Acta Commercii</i>	Forthcoming
Managing firm growth: Lessons of success	Ungerer, M, Gerber, C & Volschenk, S	<i>African Journal of Business Management</i>	2015

The mediating relationship of class attendance on student performance	Gerber, C, Mans-Kemp, N and Schlechter, AF	<i>Acta Academia</i> , 45(4), 256-274	2014
Brand recognition in television advertising: the influence of brand presence and brand introduction	Gerber, C, Terblanche-Smit, M & Crommelin, T	<i>Acta Commercii</i> , 14(1)	2014
The impact of perceived risk on on-line consumer behaviour	Gerber, C, Ward, S & Goedhals-Gerber, L	<i>Risk Governance and Control</i>	2014
A marketing perspective on the influence of sales on shareholder value	Gerber, C, Erasmus, PD, Terblanche, NS & Schmidt, A	<i>South African Journal of Economic and Management Sciences</i> , 16(2), 216-230	2013
The influence of selected senses on the tastiness of brandy	Gerber, C & Pentz, C	<i>Acta Commercii</i> , 13(1)	2013
The effect of team performance on supporters' attendance	Gerber, C & Terblanche, NS	<i>South African Journal for Research in Sport, Physical Education and Recreation</i> , 34(1), 75-92	2012
Brand strategy: The Stormers' case	Gerber, C & Cant, MC	<i>African Journal for Physical, Health Education, Recreation and Dance</i> , 16(1), 18-30	2010
The mediating effect of brand image and information search intentions on the perceived risks associated with online purchasing on a generically-branded website	Boshoff, C, Gerber, C & Ward, S	<i>Management Dynamics</i> , 18(4), 18-28	2009
Reconsidering the measures of shareholders value: a conceptual overview	Terblanche, NS, Gerber, C & Erasmus, ED	<i>Corporate Ownership and Control</i> , 5(4)	2008
Sponsorship recall and recognition: The case of the 2007 Cricket World Cup	Boshoff, C & Gerber, C	<i>South African Journal of Business Management</i> , 39(2), 1-8	2008
Brand equity of the South African Super 12 Rugby Brands	Gerber, C	<i>Rassegna di diritto ed economia dello sport</i> , 2(3), 201-225	2007
Brand confusion in South African rugby – Super 12 brands vs Currie-Cup brands?	Gerber, C & Strydom, JW	<i>South African Journal for Research in Sport, Physical Education and Recreation</i> , 28(1), 43-54	2006