



University of Stellenbosch Business School

## Personal Information

Title:	Professor
First name:	Marius
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Organisational role:	Professor
Area(s) of expertise:	Organisation Strategy

## Executive Profile

Prof Marius Ungerer is a core faculty member in strategic management, leadership and change management on programmes such as the MBA, MPhil in Management Coaching and PGDip in Leadership at the University of Stellenbosch Business School (USB). He has also been an annual visiting Professor at the NUCB Graduate School, International MBA Program, Nagoya, Japan since 2009 and a visiting faculty member of the University of Johannesburg from 2011.

Before joining the USB in 2008, he worked in different industries such as financial services, manufacturing, information technology, aviation, and education and training. Since 2011, he has been a non-executive director of Thuthukani Financial Services. He is also a board member of Bergzicht Training, a NGO in Stellenbosch which focus on development of the under-employed. He joined the Board of Diacoustic, a venture company of Stellenbosch University, in 2016.

Prof Ungerer holds an Honours degree in Industrial Psychology from the University of Stellenbosch, an MCom and DCom from Rand Afrikaans University (RAU), and an MBA from North-West University (NWU) (formerly Potchefstroom University). He is a registered Industrial Psychologist, Management Service Advisor and Systems Thinking coach. He is also a certified Sustainability Assurance Practitioner (CSAP).

## Education

Year	Degree	Field of Study	University	Country
2004	DCom	Industrial psychology and strategy	Rand Afrikaans University	South Africa
1986	MCom	Industrial and organisational psychology	Rand Afrikaans University	South Africa
1984	MBA	Management	Potchefstroom University	South Africa
1980	BCom Hons	Industrial Psychology	Stellenbosch University	South Africa

## Academic honours and awards

Year	Honour/Award	Honour/Award Description	Country
2013-2015	Rector's Award	Stellenbosch University Award for exceptional performance	South Africa
1983	Best 2nd year MBA student at Potchefstroom University	Nedbank award	South Africa
1981	Best BPR student at Pretoria Technikon		South Africa

## Membership of professional and scientific organisations

Organisation
SA Health Professional Council: Registered as Industrial Psychologist
SA Council of Personnel Practitioners: Registered as Personnel Practitioner in the category – General. Registered as a Mentor

## Academic and Professional Experience

Commencement date	End date	Position	Institution	Country
2017/07/01	To date	Professor	University of Stellenbosch Business School	South Africa
2008/04/01	2017/06/31	Associate Professor	University of Stellenbosch Business School	South Africa
2004/01/01	2006/10/15	External examiner	University of Cape Town	South Africa
1997/07/01	2008/03/31	Executive	ABSA Group	South Africa
1990/02/01	1992/02/12	Part-time lecturer	Rand Afrikaans University	South Africa
1983/07/01	1997/06/30	Executive	Armcor/Denel Group of companies	South Africa
1981/07/01	1983/06/30	Lecturer	Technikon Pretoria	South Africa

1978/12/01	1981/06/30	BPR officer	Cape Provincial Administration	South Africa
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## Research

Research Book/Journal Title	Authors	Publication	Publication Date
<b>Chapter in Book</b>			
Virtuous leadership	Ungerer, M	In Veldman T & Johnson, A (eds.) Leadership: Perspectives from the Front Line. Johannesburg, KnowRes	2016
Strategy formulation and execution practices to flourish	Ungerer, M	In Ungerer, M, Ungerer, G & Herholdt, J (eds.) Navigating strategic possibilities, Knowledge Resources	2016
Strategy analysis practices and tools for business leaders and strategy practitioners	Ungerer, M & Herholdt, J	In Ungerer, M, Ungerer, G & Herholdt, J (eds.) Crystallising the Strategic Business Landscape: Strategy analysis practices and tools for business leaders and strategy practitioners, Knowledge Resources	2016
Leadership for All	Ungerer, M	In Ungerer, M, Herholdt, J & Le Roux, J (eds.) Leadership for All – Virtue practices to flourish, Knowledge Resources	2013
<b>Book</b>			
Leadership for All	Ungerer, M	Braille book version	2015
Viable Business Strategies	Ungerer, M	A Systemic, People-centric Approach, 3rd Edition	2011
Leveraging Knowledge-based Assets: The New Value Equation to create Competitive Advantage.	Ungerer, M, Herholdt, J & Uys, K	Johannesburg: Knowres	2006
<b>Journal Article</b>			
Creation and appropriation of socio-environmental value in co-competition	Volschenk, J, Ungerer, M & Smit, E	<i>Industrial Marketing Management</i> , 57, 109-118	2016
Changing mental models and developing global mind-sets of business students through international study modules	Human, C & Ungerer, M	<i>The Independent Journal of Teaching and Learning</i> , 11(1), 82-9	2016
Strategy disclosure reporting trends in South Africa: A 2010-2011 comparative analysis for six industry clusters	Ungerer, M & Vorster, S	<i>Southern African Business Review</i> , 19(3), 78-101	2015
Entrepreneurial opportunities in the craft-distilling market in South Africa	Ungerer, M, Kruger, SM, Vorster, S, &	<i>African Journal of Business Management</i> , 9(6), 259-269	2015

	Mansfield, GM		
Managing firm growth: Lessons of success	Ungerer, M, Gerber, C & Volschenk, S	<i>African Journal of Business Management</i> , 9(7), 354-368	2015
Product country image in developed and developing countries: The relationship between consumer ethnocentrism, cosmopolitanism and product country image among younger generation consumers: The moderating role of country development status.	Jin, Z, Lynch, R, Attia, S, Chansarkar, B, Gulsoy, T, Ungerer, M et al.	<i>International Business Review</i> , 24(3), 380-393	2015
Sun International: can a blue ocean strategy change the future fortunes of this South African leisure group?	Vorster, S & Ungerer, M	<i>Emerald Emerging Markets Case Studies Collection</i> , 3(4)	2013
An exploratory study of key success factors for business success of companies in the Namibian Tertiary Industry	Ngwangwamaa, M.M, Ungerer, M & Morrison, J	<i>International Journal of Innovations in Business</i> , 2(6)	2013
A comparative analysis on strategy disclosure reporting trends in South Africa	Ungerer, M	<i>Southern African Business Review (SABR)</i> , 17(3)	2013
2050 Scenarios for long-haul tourism in the evolving global climate change regime	Vorster, S, Ungerer, M & Volschenk, J	<i>Sustainability</i> , 5, 1-51	2013
The role of middle managers in strategy execution: A case study of a Local Authority Council in Namibia	Katoma, FN & Ungerer, M	<i>Politeia</i> , 30(3), 32-54	2011
Hosting strategic conversations: Some alternative approaches for Leaders	Ungerer, M	<i>Journal for Global Strategic Management</i> , 3(1), 23-37	2009
A theoretical model developing core capabilities from an intellectual capital perspective (Part 1)	Ungerer, M & Uys, K	<i>South African Journal of Industrial Psychology</i> , (31)2, 1-6	2005
A theoretical model developing core capabilities from an intellectual capital perspective (Part 2)	Ungerer, M & Uys, K	<i>South African Journal of Industrial Psychology</i> , (31)2, 7-13	2005
<b>Other</b>			
Bushido AI Programming: Reviving the creativity of human beings for global sustainability (English Edition)	Ungerer, M		2016
Research report on: Practices and skills for competitiveness in the digital economy: A perspective on large	Craffert, L, Ungerer, M, Visser, K, Morrison, J &	Public Research Report	2014



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companies in South Africa	Claassen, W		
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