

CURRICULUM VITAE

Dr Marietjie Theron-Wepener

Part-time faculty; Consultant



PERSONAL INFORMATION

TITLE:	Dr
FIRST NAME:	Marietjie
SURNAME:	Theron-Wepener
CONTACT NUMBER:	+27 (0)82 801 9092
ORGANISATIONAL ROLE:	Part-time faculty and consultant
AREAS OF EXPERTISE:	Reputation Management; Crisis Management; Business and Strategic Communication; Stakeholder Management; Marketing Management

EXECUTIVE PROFILE

Dr Marietjie Theron-Wepener is a part-time faculty member and teaches Business Communication and Marketing Management on the MBA and Postgraduate Diploma at USB.

She currently supervises 2 PhD students, and has successfully supervised 57 MBA students in the fields of Reputation, Crisis Management, Marketing, Small-Business Management and Brand Identity.

Internationally, she has lectured on Master's level at: Burgundy Business School (Dijon, France) – 3 times; WU (Vienna University of Economics and Business (Vienna, Austria) – 3 times; Bond University (Australia); Aix en Provence Business School (France); the University of Stockholm Business School (Sweden); and USB Executive Development in Leuven, Belgium.

Dr Theron-Wepener has been the founder and head of the USB's Small Business Academy (SBA) that offers business training and mentorship to small-business owners in poor communities in the Cape Peninsula, Stellenbosch and the Eastern Cape. Before moving to academia in 2016, she worked as the Head of Marketing at USB.

She obtained her PhD in Business Management and Administration from Stellenbosch University in 2014, with Corporate Reputation as a specialist field.

Before joining USB, she held senior full-time positions in large and medium-sized organisations in various industries, including media, agriculture and advertising. She is currently involved in consulting in the tourism, wine, agricultural, legal and business/executive education sectors. She is an Accredited Practitioner in Public Relations (APR).

EDUCATION

Year	Degree	Field of study	University	Country
2014	PhD	Business Management and Administration	Stellenbosch University	South Africa
1983	MA	Communication Science	University of the Free State	South Africa
1978	BA Hons	Communication Science	University of the Free State	South Africa
1977	BA	Communication Science	University of the Free State	South Africa

ACADEMIC HONOURS AND AWARDS

Year	Honour/Award Description	Country
2014	Rector's Achievement Award, Stellenbosch University	South Africa
2010	Rector's Achievement Award, Stellenbosch University	South Africa
2000	Rector's Achievement Award, Stellenbosch University	South Africa
1995	Top 3 in SA Industrial Journalist of the Year Competition	South Africa

ACADEMIC AND PROFESSIONAL EXPERIENCE

Commencement date	End date	Position	Institution	Country
2021/04/01	To date	Part-time lecturer and facilitator	University of Stellenbosch Business School (USB); International business schools; Corporate training	South Africa; France; Austria; Sweden; Belgium; Namibia
2004/01/01	To date	Consultant	Variety of organisations in different industries	South Africa; Namibia; Eswatini
2016/08/01	2021/03/31	Senior lecturer: Marketing; Business Communication: Head: USB Small Business Academy	University of Stellenbosch Business School (USB)	South Africa
1997/11/10	2016/07/31	Manager: Communication; Head: Marketing and Stakeholder Relations	University of Stellenbosch Business School (USB)	South Africa

1996/12/01	1997/10/31	Account Executive	Pro-Ad Advertising Agency	South Africa
1986/11/01	1996/11/30	Manager: Corporate Communication and Marketing	Cape Agri (WPK)	South Africa
1983/03/01	1986/09/30	Editor	Swartland Monitor	South Africa
1976/12/01	1983/02/28	Journalist and free-lance journalist	Naspers/Media24 and variety of news media	South Africa

RESEARCH

- Theron-Wepener, M. L. (2017). A Small Business Academy at a Business School: High Impact Education for Low-income Communities. In *African business schools: Advocates for better business*. 15 May. Conference conducted at the American University in Cairo, Cairo.
- Theron-Wepener, M. (2017). Ford South Africa failed to protect its reputation. What it should have done. *The Conversation*. 26 January. Retrieved from <https://theconversation.com/ford-south-africa-failed-to-protect-its-reputation-what-it-should-have-done-71892>
- Theron-Wepener, M.L. (2017). Reputation – a good name is everything. *Business Futures 2017*. SA edition. Publication of the Institute for Futures Research, University of Stellenbosch. 56 – 60.
- Theron-Wepener, M. L. (2017). USB Small Business Academy: High-impact Education for Low-income Communities. In *The Contribution of Business Schools and Higher Education to Inclusive Development*. 18 April. Conference conducted at Stellenbosch University, Stellenbosch.
- Wepener, M., & Boshoff, C. (2015). An instrument to measure the customer-based corporate reputation of large service organizations. *Journal of Services Marketing*, 29(3), 163–172. <https://doi.org/10.1108/JSM-01-2014-0026>
- Theron-Wepener, M., & Kapp, F. (2018). The relationship between perceived risk, knowledge of share trading, and investment involvement in investor intention. In S. P. Van der Merwe & J.A. Jordaan (Eds), *International Business Conference proceedings*, Port Louis, Mauritius, 23-26 September 2018, 787-805
- Theron-Wepener, M. & Viviers, M. (2019). The influence of service quality on the way customers evaluate the reputation of a retail bank. In S. P. Van der Merwe & J.A. Jordaan (Eds), *International Business Conference proceedings 2019*, Hermanus, South Africa, 23-25 September 2019.
- Rautenbach, A. & Theron-Wepener, M. (2021). The influence of loyalty programmes on customer purchase intent. In C. Bisschoff & G. Goldman (Eds), *International Business Conference proceedings 2021* (virtual conference), 19-21 September 2021.
- Numerous articles in the public media and comments on issues of the day on Reputation, Crisis Management, Strategic/Leadership Communication and Small Business.