



HESTER SPIES

ASSOCIATE PROFESSOR

PhD in Marketing Management

WORK EXPERIENCE

18 years experience in academia

ASSOCIATE PROFESSOR

North-West University| January 2023 -Present

SENIOR LECTURER

North-West University| February 2018 - 2022

LECTURER

North-West University| February 2009 - 2017

JUNIOR LECTURER

North-West University| February 2008

PART-TIME LECTURER

North-West University| February 2006 - 2007

QUALIFICATIONS

- 2018 PhD in Marketing Management
|North-West University
- 2010 M.Com Marketing (Cum Laude)
|North-West University
- 2007 Hons. B.Com Business Management
and Marketing
|North-West University
- 2006 B.Com International trade and
marketing (Cum Laude)
|North-West University
- 2002 Matric
|Welkom - Gimnasium

EXECUTIVE SUMMARY

I am an **associate professor** in marketing at the North-West University in South Africa. I **lecture digital marketing** to 3rd year level, honors and MBA students. I hold a **PhD in Marketing Management**. My **research focus** area is **customers' attachment, detachment, e-servicescape & m-servicescape**. I have experience in **engaging and organising various student projects** which include composing and presenting digital marketing and integrated marketing communications plans to various businesses all over South Africa. I **have authored and co-authored several journal articles** in my fields of specialisation. I act as reviewer for various journals and regularly **presents papers** at national and international conferences. I have **supervised master's and doctorate students** in the field of marketing to completion.

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LECTURING

- Since my appointment in 2006 I have been lecturing various **Marketing** and **Business Management modules** at the School of Management Sciences (**14 in total**).
- I was responsible for **study material selection** and **study guide development** for 8 of the 14 modules, which included paper based and digital based study guides.
- Further, I served several times as **module coordinator** across the three campuses of the NWU for all modules that I teach to ensure consistency in the alignment processes.
- Although I have lectured various marketing and business management modules over the years, **I'm regarded as the expert in teaching digital marketing** which was noticed both by my department and various external departments within the university.
- I was invited as an **external lecturer** at the North-West University's Business School to teach digital marketing to **MBA students** during the winter school in 2018, 2019 and 2022.



TEACHING AWARD

In 2022, I received the faculty teaching award

I have experience in teaching the following marketing and management - related modules:

<i>1st year</i>	Introduction to Business Management; Principles of Marketing; Learning and Reading development
<i>2nd year</i>	Services Marketing; Relationship Marketing; Marketing Management; Creative Entrepreneurship
<i>3rd year</i>	Digital Marketing; Marketing research; Integrated Marketing Communications; Product Management; Strategic Brand Management
<i>Honors</i>	Advanced Digital Marketing
<i>MBA</i>	Digital Marketing Workshops

External moderator to the following modules and universities

University of Stellenbosch- Marketing Communications - Honors level

University of Pretoria - Research marketing - Honors level & Strategic issues in marketing - Masters level

University of Johannesburg - Sales Management - 3rd year level & International Marketing - Honors level - Customer Relationship Marketing

The Independent Institute of Education - Customer relationship management - 2nd year level

IMM graduate school - Digital Marketing - 3rd year level

RESEARCH

Holding a **PhD in Marketing Management**, I have authored and co-authored **nine accredited journal articles** and **seven conference papers in my fields of specialisation**, most notably I published in the **Journal of Relationship Marketing, Journal of Financial Services Marketing, Organizacija, South African Business Review and Journal of Contemporary Management**.

I also act as reviewer for various prestigious journals and regularly present papers at national and international conferences. In 2022, I received the **best paper award** at the Academy of Business and Emerging markets. I acted as **keynote speaker** for the same conference that was held India, August 2023.

As a dedicated, resourceful, and goal-driven professional researcher with a solid commitment to academic growth and development I have attended **various international statistical courses** presented by experts from The **University of Adelaide, Cambridge University and Eastern Michigan University**.

I also have experience **organising a conference** as I form part of the core team who organised the 32nd Annual conference of the Southern African Institute for Management Scientists in 2021. I have **supervised** master's and doctorate students in the field of marketing to completion.

My research is also extending beyond national recognition as I got invited to form part of a **global research project** which comprise of global ambassadors for both the marketing and entrepreneurship discipline.

Accredited publications

Eckardt, F. & Spies, H. 2023. The breaking of bonds: A systematized review of detachment in interpersonal and customer relationships. *The Journal of Relationship Marketing*, 18(1):111-127.

Goldberg, R. & Spies, H. 2022. The influence of lifestyle dimensions on the perceived value and purchase intention of cellular devices in South Africa. *The Retail and Marketing Review*, 18(1):111-127.

Spies, H., Eckardt, F.F.N. & De Beer, L.T. 2022. Direct and indirect influence of attachment in retaining wealth management customers. *The Journal of Contemporary Management*, 19(1):1-23.

Spies, H. & Mackay, N. 2020. An Empirical Investigation of the Mediating Role of Customer Attachment in South African Private Hospitals. *Organizacija*, 53(4):332-345.

Spies, H. & Mostert, P.G. 2015. Exploring relationship intention and the duration of customer support in the South African banking industry. *Journal of Contemporary Management*, 12:473-495.

Kühn, S., Spies, H. & Petzer, D.J. 2014. The influence of online servicescapes on website trust in the South African domestic airline industry. *South African Business Review*. 19(1):44-71.

Mackay, N., Spies, H., Williams, C., Jansen van Rensburg, L.R. & Petzer, D.J. 2013. The influence of service brand equity on the strength of brand relationships in the fast food industry. *South African Business Review*.

Delport, H. (maiden name), Steyn, T.F.J. & Mostert, P.G. 2011. Relationship intention of South African banking and life insurance customers. *Journal of Financial Services Marketing*, 16(3/4):277-293

Delport, H., Mostert, P.G., Steyn, T.F.J & De klerk, S. 2010. Exploring the relationship intention concept in two South African service industries. *Journal of Contemporary Management*, 7: 290-307.

POST GRADUATE EXAMINER

MASTERS STUDENTS

Kleynhans, M. 2023. The influence of distributor satisfaction on loyalty within multi-level marketing in South Africa: The mediating role of trust

Mostert, L. 2022. Different generations' acceptance of online banking in Namibia: Extending the TAM. (NWU)

Odendaal, Y. 2022. The influence of nonprofit visual & verbal communication cues in cause-related marketing on consumer attitudes and intentions (Stelllenbosch)

Nel, H. 2020. Predictors of customer engagement in the South African open medical aid industry.(NWU).

Van Niekerk, BM. 2015. The influence of boutique store atmosphere on customer satisfaction, store loyalty and repurchase intention.(NWU).

Wickham, B.2014. The moderating effect of time-perspective on the intention-behaviour relationship: A PLSSEM model of pension preservation decisions among employed individuals in the Western Cape.(UCT).

Weideman, A. 2014 Determining generation Y's customer satisfaction, brand loyalty and relationship intention towards smart phone. (NWU).

Phiri, AB. 2012. The impact customer relationship management on customer satisfaction and customer retention in the automotive industry of Zimbabwe. (Forte Hare).

Coetzee, AJ. 2012. Describing the business decision-making process for evaluating cricket sponsorship proposals.(NWU).

PHD STUDENTS

Kiconco, M. 2023. Key drivers for enhancing sustainable livelihoods of national park adjacent communities in Uganda (NMMU).

Major, K. 2021. A service recovery model for the mobile internet service provider industry (NWU).

Conference proceedings

Spies, H. & Botha, M. 2023. Can relationship building factors be valuable in patients' willingness to forgive? International Business Conference (IBC). To be presented in September. Swakopmund

Botha, M. & Spies, H. 2023. Water as a material aspect in the food, beverage and tobacco industry: the role of integrated reporting. International Business Conference (IBC). To be presented in September. Swakopmund

Spies, H. 2022. Examining detachment in customer – wealth manager relationships: An SEM model. The 6th Annual International Conference of ABEM. Santo Domingo - Dominican Republic.



**BEST PAPER
AWARD**

Spies, H. & Mackay, N. 2021. The impact of customer attachment on consumption emotions in South African private hospitals. The 21th Annual Conference of the SAIMS held online in September. Potchefstroom.

Kühn, S.W., Petzer, D.J. & Spies, H. 2014. Website layout and functionality dimensions and website trust in the South African domestic airline industry. SAIMS Conference. River Sun Hotel. September 2014.

Mackay, N., Spies, H., Williams, C., Jansen van Rensburg, L.R. & Petzer, D.J. 2012. Service brand equity and brand relationships in the South African fast food industry. SAIMS Conference. September 2012. Potchefstroom.

Spies, H. 2012. The influence of relationship intention on satisfaction, loyalty and retention within the airline industry. Paper presented at the EMAC 25th doctoral colloquium. Lisbon – Portugal.

Delport, H., Mostert, P.G., Steyn, T.F.J & De Klerk, S. 2009. Relationship intention as basis for market segmentation. Paper presented at 21th Annual conference of the SAIMS. Port Elizabeth.

Delport, H., Mostert, P.G., Steyn, T.F.J & De klerk, S. 2008. Clients' intention to build long-term relationships with selected high-contact service providers. The 20th Annual SAIMS Conference. Muldersdrift.

POST GRADUATE SUPERVISION

MASTER STUDENTS

Eckardt, F.F.N. Towards building customer-wealth manager relationships: The role of detachment

Fourie, M. Towards building customer-wealth manager relationships: The role of detachment

Otto, C. Influence of relationship marketing tactics on relationship quality and purchase intention in a direct selling context

PHD STUDENTS

Eckardt, F.F.N. Towards building customer-wealth manager relationships: The role of detachment

Van der Merwe, D. Developing a m-servicescape model: Implications for online travel agencies

REVIEWER FOR THE FOLLOWING JOURNALS

- European Business Review
- Retail and Marketing Review
- Review of Managerial Science
- Acta Commercii

- Journal of Contemporary Management
- Journal of Economic and Financial Sciences
- South African Journal of Economic and Management Sciences

GRANT



Under the supervision of Prof Natanya De Meyer the global research project which I'm a member of, received a research grant of R 120 000 from the University of Johannesburg.

COMMUNITY ENGAGEMENT

Since my appointment at the university in 2008, I have been the project manager of **14 community projects** including organizing fundraisers for the SPCA and old age homes, acting as consultant for various businesses.

PRACTICAL EXPERIENCE

Over the years, I have guided students in developing integrated marketing and digital marketing plans for various local businesses, including:

- South African National Blood Services
- Lluminaire Hair & Beauty
- Aramex
- The Life Market
- Homeschool Curriculum guide.
- Pukkiverblyf
- The Escape Rooms

INTERNATIONAL COLLABORATION

Prof Kelly Martin: Colorado State University

As a newly appointed extraordinary professor at the North-West University, Prof Kelly and I are in the process of collaborating on a research project. To assist with the collaboration, I visited Colorado State University in March, 2023, where I was asked to present my research ideas to the faculty.

Prof Joe Sirgy: Virginia Tech

Professor Joe Sirgy has been acting as an extraordinary professor for the North-West University for several years. Collaborating with Prof Sirgy has resulted in our first paper: A multi-group model of customer detachment and the moderating role of gender.

MANAGEMENT DUTIES

- In 2023, I was **programme leader for the marketing department** where it was expected of me to effectively plan, manage and review the programme.
- In 2021, I led the marketing team to **organise a conference** for The Southern Africa Institute for Management Scientists (SAIMS) in 2021.
- From 2016 to 2022, I was appointed as the **head of the marketing committee** of the School of Management Sciences. As the leader of this committee, I have successfully led and organised several open days for the School of Management Sciences.

REFERENCES

PROF KELLY MARTIN

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PROF DERIK STEYN

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