

**DR. MIGNON REYNEKE**

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**+27 82 474 0330**

**EDUCATION**

**Completed**

**Post Doctorial Fellow**

Dec 2014

University of Stellenbosch (Neuro Marketing)

**PhD**

June 2011

Lulea University of Technology, Sweden (Luxury Branding)

**Master of Business Administration (MBA),**

May 2005

Melbourne Business School

Melbourne University, Australia

**Bachelor of Commerce,**

December 1998

University of Pretoria, South Africa

**Higher Certificate of Financial Markets (with distinction)**

Academy of Financial Markets, Johannesburg, South Africa

June 2002

**EXPERIENCE**

**MRC Advisory – Principal Consultant**

**2016 – present**

**Eliance Communication (Pretoria, SA) – Senior Account Manager**

**2007**

**Investec Bank Ltd (Pretoria SA) – Internal Consultant, Growth and Acquisitions**

**2006**

**Morgan Stanley Ltd (London, UK) – Analyst**

**2005**

**Investec Bank Ltd (Pretoria, SA) – International Client Consultant**

**2002 – 2003**

**Financial Times (London, UK) – Assistant Property Manager**

**2000 – 2001**

**CNN World Business News (London, UK) – Intern**

**1999**

**ACADEMIC APPOINTMENTS**

Associate Professor	March 2-19 – present	UCT Graduate School of Business
Senior Lecturer	Jan 2015 – present	Gordon Institute of Business
Contract Lecturer (MBA)	March 2014 – Dec 2014	Gordon Institute of Business
Contract Lecturer (MBA)	June 2013 – Aug 2014	UCT Graduate School of Business
Post-Doctoral Fellow	Jan 2014 – Dec 2014	University of Stellenbosch
Senior Lecturer	May 2012 – June 2013	University of Cape Town
Senior Lecturer	Jan – April 2012	University of Pretoria
Lecturer	Jan 2008 – Dec 2011	University of Pretoria

## **PUBLISHED JOURNAL ARTICLES**

“Luxury Wine Brands as Gifts: Ontological and Aesthetic Perspectives” (2011), *International Journal of Wine Business Research* 23(3) : 258-270 (with Leyland Pitt, Michael Parent and Pierre Berthon).

“Luxury Wine Brand Visibility in Social Media: An Exploratory Study” (2011) *International Journal of Wine Business Research* 23(1) : 21-35 (with Leyland Pitt and Pierre Berthon)

“In the Lap of Luxury: Consumer Conversations Concerning Online Advertisements of Luxury Brands Ads in a Web 2.0 World” (2011) *South African Journal of Business Management* 42(2) : 27–34

“Managing Brands in Times of Economic Downturn: How Do Luxury Brands Fare?” (2011) *Journal of Brand Management* 19(6) : 457–466 (with Alexandra Sorokáčová and Leyland Pitt)

“New Minds Meet Great Minds” Column – *Academy of Marketing Science Quarterly* (April 2011)

“Fine Wines and Facebook: Ignore Social Sites at Your Peril” (2012) *Strategic Direction* 28(6) : 14-15 (with Leyland Pitt and Pierre Berthon)

“To Share or Not to Share: The Role of Content and Emotion in Viral Marketing” (2013) *Journal of Public Affairs* 13(2) : 160-171. (with Elsamari Botha)

“Should New Online Stores Invest in Social Presence Elements? The Effect of Social Presence on Initial Trust Formation” (2014) *Journal of Retailing and Consumer Services* 21 (2014): 482–491 (with Andrzej Ogonowski, Andrew Montandon and Elsamari Botha)

“Identifying Profitable Consumer Segments when Marketing via Social Media” (Sept 2015) *Strategic Management Journal*, “Hot off the Press” segment

“Why Instability May Mean Big Changes in Consumer Buying Preferences” (April-May 2016) *Strategic Marketing Journal*, “Hot off the Press” segment

“When Having Less Promotes Greater Consumer Product Creativity” (June-July 2016) *Strategic Management Journal*, “Hot off the Press” segment.

“Building the BrightRock Brand Through Change” (2016) *Emerging Markets Case Studies*, 6(3): 1-23 (With Michael Goldman and Tendai Mhiza)

“Antecedents to luxury purchase intentions of young emerging market consumers” (2017) *Journal of International Marketing Strategy* 4(1): 24-42 (with Nastasja Botha)

## **CONFERENCE PAPERS**

Determinants of B2B brand image elements and the relationship to price premium in the agricultural sector of South Africa. 2017. (Oberholzer, D. and Reyneke, M.) Paper delivered at the **Global Branding Conference**, April 2017, Kalmar, Sweden

Building the Brightrock Brand Through Change. 2016. (Goldman, M., Reyneke, M. and Mhizha, T.) Paper delivered at the **North American Case Research Association Conference 2016**, Las Vegas, USA.

Success Strategies for Established Local Luxury Brands in the South African Emerging Market Landscape. 2015. (Murray, T. and Reyneke, M.) Paper delivered and published in conference proceedings at the **Academy of International Business Conference (AIB)**, August 2015.

The Case for Using Neuro-physiological Measures to Better Understand Emotional Responses and Behaviour Modification. (2014) (Boshoff, C., van Huysteen, L and Reyneke, M.) South African Institute of Management Sciences (SAIMS) Conference, September, 2014. South Africa.

The Influence of Social Presence on Online Purchase Intention: An Experiment with Different Product Types. 2013. (Botha, E. and Reyneke, M.) **Academy of Marketing Science (AMS)** Conference, July, 2013. Melbourne, Australia.

One Size Does Not Fit All: Brands in the High Net Worth Market of the South African Emerging Economy. 2013. (Reyneke, M. and Botha, E.) **Academy of Marketing Science (AMS)** Conference, May, 2013. Monterey, California, USA.

When Second Best Becomes the First Best Option – An Education Dilemma. 2012. (Reyneke, M., van Heerden, G., Jordaan, Y and Jordaan, A.) **Academy of Marketing Science (AMS)** World Conference, August 2012. Atlanta, USA.

The Positioning of Luxury Wines in Social Media: Social Mention as a Tool to Track Online Presence. 2011. (Reyneke, M., Pitt, L. and Money, A.) **Academy of Marketing Science (AMS)** World Conference July 2011. Reims, France.

The Relationship Between Personality Traits and Facebook Involvement - Using the TIPI Model in a South African Context. 2011. (Van der Spuy, A.A., Reyneke M. and Strasheim, A.) **The Southern African Institute of Management Scientists (SAIMS)**, September 2011. Stellenbosch, Cape Town.

## **OTHER PUBLICATIONS**

“New Minds Meet Great Minds” Column – *Academy of Marketing Science Quarterly* (April 2011)

“Identifying Profitable Consumer Segments When Marketing via Social Media”, *Strategic Marketing Journal*, “Hot off the Press” segment, Aug – Sept 2015

“Why Instability May Mean Big Changes in Consumer Buying Preferences” *Strategic Marketing Journal*, “Hot off the Press” segment, April-May 2016

“When Having Less Promotes Greater Consumer Product Creativity”, *Strategic Marketing Journal*, “Hot off the Press” segment, June-July 2016

“The Effect of Social Exclusion on Shopping Behaviour”, *Strategic Marketing Journal*, “Hot off the Press” segment, April 2017

## **PROFESSIONAL AFFILIATIONS**

Academy for Marketing Science (AMS)  
Board Member – Growth Fund Investment Committee (CDI)

**2010 - present**  
**2018 - present**

### **COURSES ATTENDED:**

Harvard Business School Case Method Teaching Seminar I (Boston, Mass – USA) **Oct 2014**

Harvard Business School Case Method Teaching Seminar II (Boston, Mass – USA) **June 2017**

### **SPEAKING ENGAGEMENTS**

- Marketing Strategy Seminar (Media Africa) – Key note speaker (Future of Customer Experience Management, Jhb, South Africa (2016))
- Global Diamond Conference – Speaker on behalf of De Beers Group (Customer Trends in Luxury Marketing) Gabarone, Botswana (2016)

### **ACHIEVEMENTS:**

- Literati Network Awards for Excellence 2012 – Outstanding Paper Award Winner for paper entitled “Luxury Wine Brand Visibility in Social Media: An Exploratory Study” published in the International Journal of Wine Business Research
- Award for Outstanding Reviewer 2010 from the International Journal of Wine Business Research
- Selected as one of 7 emerging scholars to attend the Sheth Biannual Faculty Consortium – Academy of Marketing Science (2011)
- Melbourne Business School Regional Ambassador
- Selected to attend Edu-Train (workshop for the future leaders of South Africa)