



# Mignon Reyneke

## EDUCATION

Completed

### Post-Doctoral Fellow

Dec 2014

University of Stellenbosch (Neuro Marketing)

### PhD

Nov 2011

Lulea University of Technology, Sweden

### Master of Business Administration (MBA)

May 2005

Melbourne Business School, University of Melbourne

### Bachelor of Commerce (BCom)

Dec 1998

University of Pretoria, South Africa

## ACADEMIC APPOINTMENTS

Associate Professor

2024 – present

*TIAS School for Business and Society  
University of Tilburg*

Research Associate

2025 – present

*Henley Business School*

Deputy Director

2023 – 2024

*UCT Graduate School of Business  
(Partnerships)*

Director MBA Program

2021 – 2023

*UCT Graduate School of Business*

Director PhD Program

2020 – 2021

*UCT Graduate School of Business*

Associate Professor

2019 – 2024

*UCT Graduate School of Business*

Visiting Professor

2019 – 2021

*University of Bergamo, Italy*

Senior Lecturer

2014 – 2019

*GIBS University of Pretoria*

Senior Lecturer

2012 – 2013

*University of Cape Town*

Lecturer / Senior Lecturer

2008 – 2012

*University of Pretoria*

## Contact details:



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<https://scholar.google.com/citations?user=nJyIYzwAAAAJ&hl=en>

**COURSES TAUGHT:**

- Marketing strategy (Undergraduate, PDBA, MBA and EMBA)
- Consumer behaviour (Undergraduate, Masters and MBA)
- Global Module Entrepreneurship and Technology (Lead faculty MBA – San Francisco and Seattle, USA)
- Marketing in emerging markets (Masters and MBA)
- Marketing metrics (MBA)
- Business strategy (PDBA)
- International marketing strategy
- Services Marketing (Bachelors)
- Integrated Marketing Communication (IMC)
- Executive Education (various marketing and strategy disciplines)

**CORPORATE EXPERIENCE:**

<b>MRC Advisory</b> <i>Owner and Principal Consultant</i>	2016–present
<b>Brightmark (Adverting Agency)</b> <i>Account Manager</i>	2006–2008
<b>Investec Bank Ltd</b> <i>Internal Consultant, Growth and Acquisitions</i>	2005– 2006
<b>Investec Bank Ltd</b> <i>International Client Consultant</i>	2002 – 2003
<b>Financial Times</b> (London, UK) <i>Assistant Property Manager</i>	2000 – 2001
<b>CNN World Business News</b> (London, UK) <i>Intern</i>	1999

**PROFESSIONAL AFFILIATIONS:**

- Academy for Marketing Science (AMS) member 2010 – present
- Board Member 2018 – 2023  
*Employment Growth Fund Committee (CDI)*
- Editorial Board Member 2017 – present  
*Journal of International Marketing Strategy*
- Editorial Board Member 2019 – present  
*Journal of Global Scholars of Marketing Science*
- International Digital Advisory Committee 2023 – present  
*Pearson*
- Regional Advisory Council 2024 – present  
*The Case Centre*

**ARTICLE PUBLICATIONS:  
(Peer reviewed):**

- Ferreira, C., Robertson, J., Reyneke, M., & Pitt, L. (2023). Inside-Out: Using the Marketing Classroom to Mirror Diversity and Inclusion of the Marketplace. *Marketing Education Review*, 1–15.
- "I think I like this: Assessing conscious versus subconscious wine taste responses using neuroscientific techniques" (2022) *International Journal of Wine Business Research* 34(1): 37–51 (with Jeandri Robertson, Caitlin Ferreira and David Rosenstein)
- How many likes are good enough? An evaluation of social media performance (2022) *Journal of Internet Commerce* 21(3): 341–363 (with Caitlin Ferreira and Jeandri Robertson)
- “Antecedents to luxury purchase intentions of young emerging market consumers” (2017) *Journal of International Marketing Strategy* 4(1): 24–42 (with Nastasja 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)
- “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)
- “Fine Wines and Facebook: Ignore Social Sites at Your Peril” (2012) *Strategic Direction* 28(6) : 14–15
- “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)

**CASE PUBLICATIONS:  
(Peer reviewed):**

- “Batho Pele: Growing a people-first business in a highly competitive environment” (2026) *Case Focus Journal* (with Beate Siehler-Mulder)
- The Student Hub: A TVET edtech navigates B2C, B2B, and B2G markets in South Africa (2025) *Harvard Business Publishing* (with Thabile Bhengu and Sarah Boyd)
- Enlabeler: A South African data labelling startup's place in the AI supply chain (2025) *Harvard Business Publishing* (with Thabile Bhengu)
- “Omnisient: Creating shared value in a data ecosystem” (2025) *Harvard Business Publishing* (with Jeandri Robertson and Caitlin Ferreira)
- “Origin Artisan Coffee: Growth challenges faced by a niche brand in South Africa” (2021) *Emerald Emerging Markets Case Studies* (with Petra Pavlovic and Sarah Boyd – won 2<sup>nd</sup> prize in the African Association of Business Schools (AABS) case competition)
- “Candibod: Building an online fitness brand through Instagram communities in the Southern hemisphere” (2021) *Emerald Emerging Markets Case Studies, The Case for Women: 1–21*. (with Raeesah Chohan and Claire Bernardo)
- “GrowBox: The reality of growth challenges for a social entrepreneur in Cape Town” (2020) *Emerald Emerging Markets Case Studies* 11(1):1–23 (with Claire Bernardo, Caitlin Ferreira and Jeandri Robertson)
- “Yuppiechef: From clicks to bricks – An omnichannel approach for a South African business” (2019) *Emerald Emerging Markets Case Studies* 9(3): 1–17 (with Claire Bernardo)
- “Building the Brightrock brand through change” (2016) *Emerald Emerging Markets Case Studies* 6(3): 1–23 (with Michael Goldman and Tendai Mhizha)

## INDUSTRY PUBLICATIONS:

- “How local retailers can benefit from ecommerce boom”, *Retailing Africa*, 15 Sept 2021
- “Helping to undo the red tape that ties up social entrepreneurs in bureaucratic knots”, *Daily Maverick*, 15 November, 2020.
- “Agility in action: Rising to the challenge of business evolution in the time of COVID-19”, *Fin24*, 26 May 2020.
- “Beer for health workers, fashion face masks: How businesses innovate during Covid-19”, *Fin24*, 3 May 2020.
- “See the signs: there is evidence that Africa is digitizing”, *The Star Business Report*, 4 Sept 2019.
- “Africa must jump on the digital bandwagon or risk being run over by it”, *Business Day*, 14 Aug 2019.
- “The Effect of Social Exclusion on Shopping Behaviour”, *Strategic Marketing Journal*, “Hot off the Press” segment, April 2017.
- “Bandwagon Consumption: Black Consumers have an African heart and western Individuality”, *Acumen Issue 20: 32-3*, 2017
- You Can’t Buy a Fake Ferrari!”, *Acumen Issue 22: 32-34*, 2017.
- “When Having Less Promotes Greater Consumer Product Creativity”, *Strategic Marketing Journal*, “Hot off the Press” segment, June-July 2016
- “Why Instability May Mean Big Changes in Consumer Buying Preferences” *Strategic Marketing Journal*, “Hot off the Press” segment, April-May 2016
- “Identifying Profitable Consumer Segments When Marketing via Social Media”, *Strategic Marketing Journal*, “Hot off the Press” segment, Aug – Sept 2015
- “New Minds Meet Great Minds” Column – *Academy of Marketing Science Journal*, April 2011

## CONFERENCE PROCEEDINGS:

- *A Pretty penny: Consumer perspectives on luxury price increases: Structured abstract.* 2025. Paper delivered and published in conference proceedings at the **Academy of Marketing Science (AMS)** World Conference, July, 2025. Dijon, France.
- Running its way to the top: Brooks Running – A specialised premium sports brand’s growth strategy in a developing market. 2022. (Mouton, H. and Reyneke, M.) Case study presented at the **North American Case Research Association (NACRA)** Conference, October, 2022. Niagara Falls, Canada.
- Whose role is it anyway? A Consideration of responsibility in digital addiction: Structured abstract. 2022. (Ferreira, C., Robertson, J and Reyneke, M.) Paper delivered and published in conference proceedings at the **Academy of Marketing Science (AMS)** Conference, May, 2022. Monterey California, USA.
- The effect of fake news on the relationship between brand equity and consumer responses to premium brands: An abstract. 2019. (Oluwafunmilayo, B. and Reyneke, M.) Paper delivered and published in conference proceedings at the annual **Academy of Marketing Science (AMS)** World Conference, May, 2019. Vancouver, Canada.
- Bandwagon consumption among the black middle class. 2019. (Mdelkeza, Z. and Reyneke, M.) Paper delivered and published in conference proceedings at the annual **Academy of Marketing Science (AMS)** World Conference, May, 2019. Vancouver, Canada.
- 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.
- Drawing meaning from online user discussions about brands: A study of comments in response to luxury advertisements on YouTube. 2015. (Mills, A.J., Reyneke, M., Pitt, L. and Campbell, C.) Paper delivered and published in conference proceedings at the annual **Academy of Marketing Science (AMS)** annual Conference, May, 2015. Denver, Colorado, 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 the proceedings at the **Academy of International Business (AIB)** Conference, August, 2015, Johannesburg, South Africa

## CONFERENCE PROCEEDINGS:

- The case for using neuro–physiological measures to better understand emotional responses and behaviour modification. (2014) (Boshoff, C., van Huysteen, L and Reyneke, M.) Paper delivered and abstract published in the proceedings at the **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.) Paper delivered and abstract published in conference proceedings at **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.) Paper delivered and published in conference proceedings at the 42<sup>nd</sup> annual **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.) Paper delivered and published in conference proceedings of the **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 Paper delivered as Special Session at the **Academy of Marketing Science (AMS)** World Conference July 2011. Reims, France.

## COURSES ATTENDED:

- Harvard Business School Case Method Teaching Seminar I (NJ, USA) 2014
- Harvard Business School Case Method Teaching Seminar II (Cambridge, Mass, USA) 2017
- Effective Case Teaching and Writing, The Case Centre (London, UK) 2023

## RESEARCH INTERESTS:

Consumer behaviour and marketing strategy with a particular interest in luxury branding.

## EDITORIAL REVIEW:

International Journal of Wine Business Research	2010 – present
Journal of Brand Management	2010 – present
South African Journal of Business Management	2011 – present
Journal of Retailing and Consumer Services	2014 – present
European Business Review	2018 – present
Journal of Services Marketing	2019 – present
Journal of Fashion Marketing and Management	2019 – present
Management of Environmental Quality	2019 – present

## RESEARCH ACTIVITY ACHIEVEMENTS:

- “Origin Artisan Coffee: Growth challenges faced by a niche brand in South Africa” (2021) – won 2nd prize in the African Association of Business Schools (AABS) case competition
- “Building the Brightrock Brand Through Change” Top 5 most downloaded case 2017/8) (*The Emerging Markets Case Studies journal usage report*)
- 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
- Received the award for Outstanding Reviewer 2010 from the International Journal of Wine Business Research
- Selected as one of 7 global emerging scholars to attend the Sheth Biannual Faculty Consortium – Academy of Marketing Science, Reims, France (2011)

## REFERENCES:

**Prof. Leyland Pitt**

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Beedie School of Business  
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Vancouver  
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