

CURRICULUM VITAE

General Information

Name: Prof Y Jordaan
Department: Marketing and Communication Management
Direct Telephone: 012 420 2997
E-mail: yolanda.jordaan@up.ac.za

Academic qualifications obtained

Degree/Diploma: D.Com (Marketing)
Field of study: Marketing Management
Higher education institution: University of Pretoria

Work experience to date:

- University of Pretoria, Department of Business Management - Junior lecturer (01/1991 to 12/1991)
- University of Pretoria, Department of Business Management - Lecturer (01/1992 to 12/1994)
- University of Pretoria, Department of Marketing and Communication Management - Senior lecturer (07/1994 to 12/2004)
- University of Pretoria, Department of Marketing and Communication Management - Associate professor (01/2005 to 12/2009)
- University of Pretoria, Department of Marketing and Communication Management - Full professor (01/2010 to present)

Teaching activities:

Courses presented & Course Level

Marketing Management 110, 120, 162 - First year
Marketing Management 210, 220 - Second year
Marketing Management 356 (practical project) - Third year
Marketing Management 781 - Honours
Direct Marketing Management 780 - Honours
Marketing of Services 780 - Honours
Data Analysis 831 - Masters (course work)
Applied Marketing Research 201 (*University of Wollongong, Australia*) - Third year
Research for Marketing Decisions 977 (*University of Wollongong, Australia*) - Masters

Research outputs:

Accredited journals

- Jordaan, Y. 2009. Influencing factors on lecture attendance at a tertiary institution. *South African Journal of Higher Education*, 23(1):98-112. [ISI]

- Wiese, M, Van Heerden, CH, Jordaan, Y and North, E. 2009. A marketing perspective on choice factors considered by South African first year students to select a higher education institution. *South African Business Review*, 13(1):39-60. [DoE]
- Jordaan Y. 2009. The role of higher education and industry in supporting career goals and decision-making. *Industry and Higher Education*, 23(5):379-390. [IBSS].
- Jordaan, Y, Smithard, C and Burger, E. 2009. Comparing levels of career indecision among selected honours degree students at the University of Pretoria. *Meditari*, 17(2):1-15. [DoE].
- Wiese, M, Jordaan, Y & Van Heerden, CH. 2009. Communicating to prospective students through appropriate information sources: a comparative study between selected higher education institutions. *Communicare*, 28(1):68-88. [DoE].
- Jordaan, Y & Ehlers, L. 2009. Young adult consumers' media usage and online purchase likelihood. *Journal of Family Ecology and Consumer Sciences*, Vol 37:24-34. [DoE]
- Jordaan, Y. 2007. Privacy concerns and protective behaviours of victims of information privacy violations. *South African Journal of Economic and Management Sciences*, 10(3):348-356. [ISI]
- Dolnicar, S and Jordaan, Y. 2007. A Market-Oriented Approach to Responsibly Managing Information Privacy Concerns in Direct Marketing. *Journal of Advertising*, 36(2):123-149. [ISI]
- Jordaan, Y. 2007. Information privacy concerns of different South African socio-demographic groups. *Southern African Business Review*, 11(2):19-38. [DoE]
- Jordaan, Y and Simpson, MN. 2006. Consumer innovativeness among females in specific fashion stores in the Menlyn shopping centre. *Journal of Family Ecology and Consumer Sciences*, 34:32-40. [DoE]
- Dolnicar, S and Jordaan, Y. 2006. Protecting Consumer Privacy in the Company's Best Interest. *Australasian Marketing Journal*, 14(1):39-61. [ABDC - Australian Business Dean's Council list]
- Jordaan, AC and Jordaan, Y. 2005. Public choice and the regulatory role of government. *Journal of Public Administration*, 40(3):314-327. [IBSS]
- Jordaan, Y. 2005. Factors motivating consumers to engage in direct purchasing. *South African Journal of Psychology*, 35(2):346-361. [ISI]
- Jordaan, Y and Jordaan, AC. 2004. Communicating the protection of information privacy. *Communicare*, 23(1):137-148. [DoE]
- Jordaan, Y. 2004. Exploring and validating consumer information privacy concerns. *Management Dynamics*, 13(2):2-12. [DoE]
- Jordaan, Y, Kotze, TG and Louw, H. 2004. The relationship between number of retail-credit accounts and response rates. *The South African Journal of Business Management*, 35(3):41-46. [ISI]
- Jordaan, AC and Jordaan, Y. 2003. An interdisciplinary perspective on information privacy. *South African Journal of Economic and Management Sciences*, 6(2):384-398. [ISI]
- Jordaan, Y. 2002. Direct marketing as a solution to unsafe retail shopping. *Acta Academica*, 34(2):182-202. [DoE]

- Jordaan, Y and Kourantas, S. 2001. The attitude of South African retailers toward direct mail as a communication medium. *Communicare*, 20(1):28-43. [DoE]
- Harmse, C, Jordaan, AC and Jordaan, Y. 2001. The Big Mac hamburger: is it used to communicate a distorted media message? *Ecquid Novi*, 22(1):96-105. [DoE]
- Jordaan, Y and Kourantas, S. 2001. The attitude of South African retailers toward telemarketing. *Management Dynamics: Contemporary research*, 10(1):21-46. [DoE]
- Jordaan, Y. 1998. Potential influence of social and technological developments on direct marketing in South Africa. *South African Journal of Economic and Management Sciences*, 1(2):306-321. [ISI]

Non accredited journals

- Jordaan, Y. 2007. Information privacy issues: implications for direct marketing. *International Journal of Retailing and Marketing*, 3(1):42-53.
- Jordaan, Y. 1997. An investigation into motivational factors of the South African direct marketing purchaser. *Institute of Business Administration and Technology*, 1(July).

Books and/or chapters in books

- Lamb, CW, Hair, JF, McDaniel, C, Boshoff, C and Terblanché, NS. 2009. Second edition. *Marketing: South African edition*, Oxford University Press (compile the instructor's manual to accompany the textbook).
- Du Plessis, F, Bothma, N, Jordaan, Y and Van Heerden, N. 2005. Second edition. *Integrated Marketing Communication*, New Africa Publishers. (co-author)
- Jordaan, Y and Prinsloo, M. 2004. Second edition. *Grasping Service Marketing*. Grapevine News Publishers. (editor)
- Du Plessis, F, Bothma, N, Jordaan, Y and Van Heerden, N. 2003. *Integrated Marketing Communication*, New Africa Publishers. (co-author)
- Jordaan, Y, Volman, B and Bird, S. 2002. *Contemporary Direct Marketing*, Technikon SA Publishers. (co-author)
- Kotler, P and Armstrong, G. 2002. *Principles of Marketing*. Pearson Education, (co-author: write 4 case studies to supplement Principles of Marketing).
- Jordaan, Y and Prinsloo, M. 2001. *Grasping Service Marketing*. Grapevine News Publishers. (editor)
- Jooste, CJ, Botha, J, Jordaan, Y, Grove, T and Oosthuizen, N. 1996. *Marketing Management: workbook*. Juta & Co, Ltd. (co-author)

Papers presented at national conferences

- Burger, E, Smithard, C and Jordaan, Y. 2008. *Career indecision: A survey amongst students at the University of Pretoria*. South African Institute for Management Scientists (SAIMS), University of Pretoria, September 2008.

- Wiese, M, Van Heerden, CH and Jordaan, Y. 2008. *Information sources as a marketing tool for higher education institutions*. South African Institute for Management Scientists (SAIMS), University of Pretoria, September 2008.
- Jordaan, Y and Dolnicar, S. 2008. *Communication strategies for information privacy sensitive consumer segments*. South African Communications Association (SACOMM), University of Pretoria, September 2008.
- Jordaan, Y; Helling, A; Lolli, D; Muller, G and Muntz, R. 2008. *Cell C direct marketing strategy and campaign*. SAIMS/SACOMM Student Conference, University of Pretoria, September 2008.
- Jordaan, Y. 2007. *Will international best practices solve the problem in South Africa: lessons from Australia*. South African Institute for Management Scientists (SAIMS), University of Johannesburg, September 2007.
- Jordaan, Y. 2006. *Determining where and how privacy matters: implications for direct marketing*. South African Institute for Management Scientists (SAIMS), Stellenbosch.
- Jordaan, Y and Davies, M. 2004. *Shoe fashion opinion leadership and buyer behaviour among female innovators*. Paper presented at the South African Institute for Management Scientists (SAIMS) in Cape Town, October.
- Jordaan, Y. 2003. *Underlying dimensions of consumer information privacy*. Paper presented at the Southern African Institute for Management Sciences (SAIMS). University of Potchefstroom.
- Jordaan, Y and Reitsma, M. 2001. *The direct selling organisation and the Internet*. Paper presented at the Marketing Educators Conference. Wits Business School.
- Jordaan, Y. 1996. *A pyramid approach to revamp marketing education on a second year under graduate level*. Paper presented at the Marketing Educators Conference. University of Natal.
- Jordaan, Y. 1996. *Why do consumers purchase directly?* Paper presented at the EBM Research Conference (NPI). University of Port Elizabeth.

Papers presented at international conferences

- Jordaan, Y, Grove, JM, Gerber, BJ and Marais, J. 2009. *Media credibility among Generation Y consumers*. Third International Business Conference, 16-17 September, Zanzibar, Tanzania.
- Jordaan, AC, Eita, JH and Jordaan Y. 2009. *South Africa's unexploited tourism potential: a panel data approach*. Third International Business Conference, 16-17 September, Zanzibar, Tanzania.
- Wiese, M and Jordaan, Y. 2009. *Discriminatory choice factors in University Selection: A South African Perspective of different ethnic groups*. Academy of Marketing Science Annual Conference, 20-23 May, Baltimore, MD: USA.
- Wiese, M, Van Heerden, CH and Jordaan, Y. 2008. *South African students' choice factor importance and ethnic group differences in higher*

education selection. Third International Conference on Higher Education Marketing (ICHEM), 2-4 April 2008, Krakow, Poland.

- Dolnicar, S and Jordaan, Y. 2007. *Segmenting consumers on the basis of their information privacy concerns*. Submitted to The European Institute of Retailing and Services Studies (EIRASS), 29 June – 2 July, San Francisco.
- Dolnicar, S and Jordaan, Y. 2006. *Consumer Information Privacy: a Building Block for Marketing Leadership*. Australian and New Zealand Marketing Conference, Brisbane, Australia.
- Jordaan, Y and Du Plessis, PJ. 2004. *Information privacy: a worldwide marketing issue?* Paper presented at the European Marketing Association Conference. Murcia, Spain.
- Jordaan, Y and Jordaan, AC. 2003. *An inter-disciplinary perspective on consumer information privacy*. Paper presented at the World Marketing Congress. Perth, Australia.
- Jordaan, Y and Fletcher, M. 1999. *A pyramid approach to revamp marketing education on a first year undergraduate level*. Paper presented at the Western Marketing Educators' Association Conference. Palm Springs: USA.
- Jordaan, Y and Ehlers, L. 1999. *A pyramid approach to revamp marketing education on a second year undergraduate level*. Paper presented at the Western Marketing Educators' Association Conference. Palm Springs: USA.
- Jordaan, Y. 1997. *The influence of social and technological developments on direct marketing in South Africa*. Paper presented at the Congress of Political Economists. University of Lodz in Poland.
- Jordaan, Y. 1997. *An investigation into motivational factors of the South African direct marketing purchaser*. Paper presented at the Institute of Business Administration and Technology, London.

Non-refereed publications or popular articles

- CRM Casebook: Marketing Mix supplement. June 2006. *Privacy and data integrity*.
- Sappi Power of Print publication. 2005. *Downside for public is privacy issue*.
- Consumer information privacy survey. 2003. Report Ernst & Young: Retail and Consumer Products on the information privacy concerns of South African consumers. A national quantitative survey was conducted among South African consumers as part of Ernst & Young's thought leadership.
- Business Day. 16 May 2003. *Privacy of information concerns consumers*.
- Business Day. 16 May 2003. *Consumers' pet hate*.
- Mercury Business Report. 16 May 2003. *Sharing of consumer data without consent raises a big red flag*.
- Sake Rapport. 18 May 2003. *Firmas nie vertrou met kliënte-data*.
- Fast moving.co.za. 21 May 2003. *How private are you?*
- Business Day. 22 May 2003. *Your name is easy game as SA grapples with privacy*.

- Marketing Mix. 22 May 2003. *SMS pests*.
- Home Goods Retailer. June 2003. *Information privacy*.
- Retail Edition. 1 August 2003. *Trust and privacy are the cornerstones of successful relationships between consumers and business*.
- Daily News. 13 August 2003. *Don't mess with our information*.
- Jordaan, Y and Reitsma, M. 2001. Report for the Direct Selling Association of South Africa on the impact of electronic transactions on the direct selling industry.
- Marketing Mix, July 1996. *Direct Marketing*. Direct Marketing Mix Supplement.
- Marketplace, March 1997. *Why South African consumers purchase directly*. Vol 18, No 6.

Other scholarly research based contributions:

- Research fellow at the University of Wollongong, Australia from July 2005 to June 2009.
- Invited as discussant at the 2009 Academy of Marketing Science Annual Conference in Baltimore, MD: USA in May 2009.
- Guest speaker at the yearly National Conference of Vleissentraal at Safari Nursery, Pretoria, 9 May 2009.
- Track chair at the 2008 South African Institute of Management Scientists Conference hosted by the University of Pretoria, Muldersdrift, September 2008.
- Speaker at a seminar on *Marketing in South Africa: Cross-cultural differences* at the Vrije University in Amsterdam, Europe, on 25 June 2008.
- Speaker on the topic of Personal Branding at the University of Pretoria's House Committee training camp on 31 August 2008 at Hammanskraal.
- Key note speaker on the benefits of CRM as a business tool at the Engel & Völkers South Africa's annual conference on 11 June 2008 at Velmore Conference Centre in Centurion.
- Track chair at the 2007 South African Institute of Management Scientists Conference at University of Johannesburg.
- Speaker at the Faculty of Economic and Management Sciences' Open Day on Service learning in August 2007.
- Track chair at the 2006 South African Institute of Management Scientists Conference at University of Stellenbosch.
- Guest speaker at a seminar on *Consumer information privacy: the hidden growth challenge* for the SMM Research Seminar Series at the University of Wollongong, Australia on 24 March 2005.
- Guest speaker at a seminar on customer information at Ask Africa (marketing research firm) on 12 November 2004.
- Guest speaker at a seminar on information privacy at the Rand Afrikaans University on 24 February 2004.
- Track chair at the South African Institute of Management Sciences Conference at the University of Potchefstroom in 2003.
- Guest speaker at the Consumer Privacy seminar presented at Ernst & Young in Johannesburg, 15 May 2003.
- Guest speaker at the Consumer Privacy seminar presented at Camps Bay in Cape Town, 16 May 2003.

- Guest speaker at the Consumer Privacy seminar presented at The Hilton in Durban, 23 May 2003.
- Discussion leader at the 2003 World Marketing Congress in Perth, Australia.
- Track chair at the 2003 World Marketing Congress in Perth, Australia.
- Guest speaker at Woolworths' IT Awareness day on 27 November 2003 in Cape Town.
- Conduct marketing training in Management Development Programme short course since 1999 (to present).
- Guest speaker at the Direct Marketing Conference in Midrand on 25 February 1997.

Management and administrative duties:

University level

- Assist in coordination, management and execution of projects for Vice-Chancellor and Principal (2009-2010).
- Head of Residence at Magrietjie Residence, University of Pretoria (2006 to present).
- Member of the Special Election Court (2009). The Special Election Court deals with the Student Representative Council election in accordance with the provisions of the Constitution for Student Governance.

Faculty level:

- Member of the Faculty Research Committee (2004-2007).
- Co-editor of the South African Journal of Management Sciences (2000-2006).
- Chairperson of the Computer Budget Committee of the Faculty of Economic and Management Sciences (1998-2001).

Departmental level:

- Acting Head of the Department of Marketing and Communication Management on numerous occasions.
- Member of the Departmental Financial Committee.
- Coordinator of the Honours Direct Marketing Project.
- Coordinator of Departmental Research Forum.
- Coordinator of the First Year Orientation Programme.
- Manage departmental class representative activities.
- Manage departmental computer budget.
- Departmental representative of the University Open Day.
- Departmental practical project coordinator.
- Departmental coordinator of junior lecturers and tutors.
- Departmental representative at CE@UP.
- Subject head for marketing first and second year level.