



*Sculpting global leaders*

**Professor Russell Abratt**

**Job Title: Professor of Marketing**

**Qualifications: B.Com (Witwatersrand) MBA DBA (Pretoria)**

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**Lecture & Research Interests:**

Marketing Strategy, Branding, Reputation, Corporate Identity, Marketing Ethics

**Teaching Areas & Work:**

Russell Abratt is Professor of Marketing (part-time) at the Wits Business School (WBS) and a Professor of Marketing at the Huizenga School of Business and Entrepreneurship at Nova Southeastern University. He spent 20 years as Head of the Strategy and Marketing area as well as Academic Director at WBS. Before entering the academic world, he worked as a Sales Rep, Brand Manager and Marketing Manager in the retailing and wholesaling sectors. He has had consulting and training experience for many years and he has completed assignments for BMW, 3M, Pfizer, Dow Chemicals, BIC, HP, Microsoft, Nedbank, VW, and Unilever amongst others. Professor Abratt has also completed teaching assignments at leading business schools in Australia, the U.K., Netherlands, South Africa and the U.S.A. He has received a number of teaching awards. He has had short-term consulting assignments in Russia, Ukraine, U.K., Australia, Poland, Zimbabwe, Kenya, Ivory Coast and China amongst others. His research has been published in leading journals, including California Management Review, Business Horizons, Journal of Retailing and Consumer Services, Corporate Reputation Review, Journal of Product and Brand Management, Journal of Brand Management, Corporate Communications-An International Journal, Journal of Advertising Research, Industrial Marketing Management, International Journal of Advertising, Journal of Business Ethics, European Journal of Marketing and the Journal of Marketing Management amongst others. He is also the author or co-author of 4 books on Marketing and Sales Management. He also sits on the editorial review boards of leading international journals.

**Publications:**

Prof Abratt received a B rating (Internationally acclaimed researcher) with the NRF. Prof Abratt published 6 papers in an FT top 40 journals (California Management Review and the Journal of Business Ethics)

**Publications in journals**

Kleyn, N., Abratt, R., Chipp, K. and Goldman, M. (2012) Building a Strong Corporate Ethical Identity: Key Findings from Suppliers, California Management Review, 54(3), pp. 1-16.

- Nicola, K., Abratt, R., Kerry, C. and Goldman, M. (2012) Building a Strong Corporate Ethical Identity: Key Findings from Suppliers, *California Management Review*, 54(3), pp. 1-16.
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- Kelsmark, K.A., Dion, P., Abratt, R. and Mischel, L. (2011) The Impact of Sexual Imagery in Advertising: Comparing Hispanics' and Non-Hispanics' Attitude and Responses Towards Print Ads, *Journal of Promotion Management*, 17(1), pp. 114-131.
- Curtis, T., Abratt, R., Dion, P. and Rhoades, D. (2011) Customer satisfaction, loyalty and repurchase: some evidence from apparel customers, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, 32, pp. 47-57.
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- Bick, G., Abratt, R. and Moller, D. (2010) Customer Service Expectations in Retail Banking in Africa, *South African Journal of Business Management*, 41(2), pp. 12-27.
- Mittins, M., Abratt, R., and Christie, P. (2010) Storytelling in reputation management: the case of Nashua Mobile South Africa, *Management Decision*, 49(3). pp. 405-421.
- Steyn, P., Pitt, L., Strasheim, A, Boshoff, C. and Abratt, R. (2010) A cross-cultural study of the perceived benefits of a retailer loyalty scheme in Asia, *Journal of Retailing and Consumer Services*, 17(5), pp. 355-373.
- Alexander, N. S, Bick, G Abratt, R. and Bendixen, N. (2009) Impact of branding and product augmentation on decision making in the B2B market, *South African Journal of Business Management*, 40(1).
- Hawabhay, B. B., Abratt, R. and Peters, M. (2009) The role of corporate communications in developing a corporate brand image and reputation in Mauritius, *Corporate Reputation Review*, 12(1), pp. 3-20.
- Opoku, R.A., Atuobi-Yiadom, N., Chong, C.S. and Abratt, R. (2009) The impact of internal marketing

on the perception of service quality in retail banking: A Ghanaian case, *Journal of Financial Services Marketing*, 13(4), pp.317-329.

Ressler, J. and Abratt, R. (2009) Assessing the impact of university reputation on stakeholder intentions, *Journal of General Management*, 35(1), pp. 34-45.

Siso, L, Bick, G. and Abratt, R. (2009) Corporate Branding in South Africa, *Management Dynamics*, 18(1), pp. 27-40.

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Melaia, S., Abratt, R. and Bick, G. (2008) Competencies of Marketing Managers in South Africa, *Journal of Marketing Theory and Practice*, 16(3), pp. 231-244.

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Munthre, S., Bick, G. and Abratt, R. (2006) A framework for brand revitalization through an upscale line extension, *Journal of Product & Brand Management*, 15(3), pp. 157-167.

Bendixen, M. T., Bukasa, K. and Abratt, R. (2004) Brand equity in the business-to-business market, *Industrial Marketing Management*, 33, pp. 371-380.

Bick, G., Brown, A. B. and Abratt, R. (2004) Customer perceptions of the value delivered by retail banks in South Africa, *International Journal of Bank Marketing*, 25(5), pp. 300-318.

### **Books and/or chapters in books**

Abratt, R. (2011) Building corporate identity, corporate brands and reputation, Chapter 12, in Klopper, HB and North, E. (eds), *Brand Management*, Pearson Education, South Africa, pp. 357-380.

Abratt, R. and Bick, G. (2005) 'valuing brands and brand equity: Methods and processes' In Kambhammettu, S.S (eds.), *Brand Valuation: Concepts and Applications*, First ed., LE Magnus University Press, pp 70-99.

### **Conference proceedings**

Bick, G. Abratt, R. and Siso, L. (2009, 20-23 May) 'Corporate Branding in South Africa', *The Academy of Marketing Science 2009 Annual Conference*, Marriott Waterfront, Baltimore, USA.