

PROF EDWIN THERON

Profile

Prof Theron has been with the Department of Business Management for more than 25 years. He holds a PhD from Stellenbosch University, and specialises in the field of Relationship Marketing. He is responsible for the first-year students (first semester). He also teaches Services Marketing and Advanced Marketing on postgraduate level.

Education

Year	Degree	Field of study	Academic institution
2008	PhD	Marketing: Managing long-term relationships	Stellenbosch University

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Research

Theron, E. & Pelsler, A. 2020. Trust in independent community pharmacies: Do employee-related factors matter? *Health SA Gesondheid*, 25:1-10.

Viviers, S. & Theron, E. 2019. The effect of public investor activism on trust: A case study in the asset management sector. *Journal of Economic and Financial Sciences*, 12(1):1-14.

Theron, E. & Pelsler, A. 2017. Using servicescape to manage student commitment towards a higher education institution. *South African Journal of Higher Education*, 31(5):225-245.