



Prof Grobler staan aan die hoof van die Afdeling Kommunikasiebestuur van die Departement Bemarking- en Kommunikasiebestuur in die Fakulteit Ekonomiese en Bestuurswetenskappe. Haar publikasies dek strategiese kommunikasiebestuur, korporatiewe kommunikasie, bemarkingskommunikasie en geïntegreerde bemarkingskommunikasie.

Navorsingsprojekte wat onlangs deur prof Grobler voltooi is, sluit die volgende in: navorsing oor “Geslag Y” se reaksie op selfoonbemarkingsaanbiedings, die toenemende aanwending van sosiale media in die Suid-Afrikaanse korporatiewe kommunikasiebedryf, die formulering van beleidsriglyne vir die bestuur van belangegroepverhoudings wat voldoen aan die riglyne van die King-bestuurskode in Suid-Afrika, en 'n geïntegreerde benadering tot kliëntebehoud in die korttermynversekeringsbedryf.

Projekte waaraan sy tans werk, is 'n ondersoek na 'n drievlakbenadering tot teoriekonstruksie in navorsing oor kommunikasiebestuur in Suid-Afrika, en 'n studie van die gebrek aan samehorigheid in Suid-Afrika tussen Openbare Betrekkinge vakwetenskaplikes en kommunikasiepraktisyns in die land.

Sy is lid van die volgende professionele liggame: die Suider-Afrikaanse Kommunikasievereniging (SACOMM), die Suid-Afrikaanse Instituut vir Bestuurswetenskaplikes (SAIBW), die Instituut vir Openbare Betrekkinge en Kommunikasiebestuur (PRISA) en die European Public Relations Education and Research Association (EUPRERA). Sy het 'n C2-gradering van die NNS.

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Prof Grobler heads the Communication Management Division in the Department of Marketing and Communication Management in the Faculty of Economic and Management Sciences. She has published in the fields of strategic communication management, corporate communication, marketing communication and integrated marketing communication (IMC).

Prof Grobler's recently completed research projects include research on Generation Y's reaction to mobile marketing offerings; the increased application of social media in the South African corporate communication industry; formulating guiding principles on the management of stakeholder relations in accordance with the King Code of Governance in South Africa; and an integrated approach of client retention in the short-term insurance industry.

Current projects are a three-tiered approach on theory-building in communication management research in South Africa and a study on the lack of cohesion between Public Relations scholars and practitioners in the country.

She is a member of the following professional bodies: the Southern African Communication Association (SACOMM); South African Institute for Management Scientists (SAIMS); Institute of Public Relations and Communication Management (PRISA) and European Public Relations Education and Research Association (EUPRERA). She has a C2-rating from the NRF.

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Prof Grobler ke hlogo ya Lefapha la Taolo ya Kgokagano ka Kgorong ya Bokwalakwatši le Taolo ya Kgokagano. O phatlaladiše ka makaleng a taolo ya togamaano ya kgokagano, kgokagano ya sekhamphani, kgokagano ya bokwalakwatši le kgokagano ya bokwalakwatši yeo e logagantšwego (IMC).

Diprotšeke tša dinyakišišo tšeo di sa tšwago go fetšwa di akaretša dinyakišišo ka ga maikutlo a Moloko wa Y go dipego tša bokwalakwatši bja sellathekeng; tirišo yeo e oketšegilego ya diphatlatšišo tša leago ka intastering ya kgokagano ya kgwebo ka Afrika-Borwa; go hlama melao yeo e hlahlago taolong ya dikamano tša batšeakarolo go ya le ka Molaomogolo wa Pušo ka Afrika-Borwa; le mogwa woo o logagantšwego wa go tšwela pele ka tšhomiso ya moreki ka intastering ya inšorentshe ya lebakanyana.

Diprotšeke tša bjale ke mogwa wa lehutotharo go kago ya teori ka dinyakišišong tša kgokagano ya taolo ka Afrika-Borwa le go hlaela ga kgomagano magareng ga boradihuto ba Dikamano tša Setšhaba le bašomedi ka lekaleng leo ka mo nageng. Ke leloko la mekgatlo yeo e latelago ya profešenale: Mekgatlo wa Kgokagano wa Borwa bja Afrika (SACOMM); Setheo sa Afrika-Borwa sa Boramahlale ba Taolo (SAIMS); Setheo sa Dikamano tša Setšhaba le Taolo ya Kgokagano (PRISA) le Mekgatlo wa Yuropa wa Thuto ya Dikamano tša Setšhaba le Dinyakišišo (EUPRERA).