

## **CURRICULUM VITAE**

### **General Information**

Name: Dr. Arien Strasheim  
Department: Marketing and Communication Management  
Direct Telephone: 012 420 3145  
E-mail: arien.strasheim@up.ac.za

### **Academic qualifications obtained**

Degree: PhD (2008)  
Field of study: Management  
Higher education institution: University of the Witwatersrand  
Degree: MBA (1998) (Research Project with distinction)  
Field of study: Management  
Higher education institution: University of the Witwatersrand  
Degree: MSc (1989)(Cum Laude)  
Field of study: Mathematical Statistics  
Higher education institution: University of South Africa  
Degree: BSc (Honns) (1984) (Cum Laude)  
Field of study: Mathematical Statistics  
Higher education institution: University of Pretoria  
Degree: BSc (1983)  
Field of study: Mathematical Statistics  
Higher education institution: University of Pretoria

### **Work experience to date:**

University of Pretoria – Junior Lecturer (01/01/1984 to 30/11/1984)  
Human Sciences Research Council – Statistical Advisor - Senior Statistician  
(1984/12/01 to 31/12/1990)  
Unisa Graduate School of Business Leadership – Senior Lecturer – Business  
Statistics, Research Methods, Marketing (01/01/1991 to 31/01/2005)  
Unisa Bureau of Market Research – Senior Researcher - (02/01/2005 to  
31/07/2007)  
Independent research consultant – (01/08/2007 to 30/09/2009)  
University of Pretoria – Research Specialist – (01/01/2009 to present)

### **Teaching activities:**

#### **Courses presented & Course Level**

Business Statistics (MBL1)  
Research Methodology (MBL2)  
Services Marketing (MBL3)  
Advanced Marketing (MBL3)  
The Research Process (MComm)

Presented several workshops in Research Methodology and Quantitative Research Methods, as well as Multivariate Statistical Methods at Monash University and Unisa.

## **Research outputs:**

### **Accredited journals**

Kruger, R., Gericke G.R. & Strasheim, C. 1990. *Voedinggedrag, Voedingkennis & Doelstellingsoriëntasie van blanke vroue*. Tydskrif vir Dieetkunde en Huishoudkunde, 18(1), 12-17.

Schultz, T. & Strasheim, C. (1999): Relationship marketing for industrial markets, *Southern African Business Review*, November-December, 3(2), 101-112.

Strasheim C. (2001). South African and global business schools: an industry review, *Southern African Business Review*, 5(1), 40-53.

Strasheim, C., Pitt, L.F. & Caruana, A. (2007). Psychometric properties of the Schlinger Viewer Response Profile: Evidence from a large sample, *Journal of Advertising*, 36(4), 101-114.

Pitt, Leyland F., Pierre R. Berthon, Richard T. Watson, Donald Wynne and Arien Strasheim (2007). Open To All: A Postmodern Perspective on Product Development and Brands in an Open-Source Environment, *International Journal of Technology Marketing*, 2(4), 316-326.

Steyn, P.G., Pitt, L.F., Strasheim, C., Boshoff, C. and Abratt, R. (2010) A Cross-Cultural Study Of The Perceived Benefits Of A Retailer Loyalty Scheme In Asia, submitted to *Journal of Retailing and Consumer Services*, (under review).

### **Non accredited journals**

Clemens, L., Pitt, L.F. & Strasheim, C. (2000): Homemade Scones on the Internet. *Management Today*, November.

### **Technical reports**

Couper, M.P., Smit, P.C., Stoker, D.J. & Strasheim, C. 1988. *Inleiding tot opnamemetodologie*. RGN, Pretoria.

Du Toit, SHC & Strasheim C 1987. *The optimal scaling technique for the analysis of multivariate categorical data*. Office Report, HSRC, Pretoria.

Strasheim, C 1990. *The simultaneous normalisation of test scores over various age levels*. Research Report, HSRC, Pretoria.

Mouton, J, Claassen, NCW & Strasheim, C 1990. *English and Operacy for Primary School Teachers. Part Two: A programme evaluation*. HSRC, Pretoria.

De Jong, M. and Strasheim, C. 2008. IMPACT ASSESSMENT: Newly introduced public mediation services in the maintenance-court environment: Does it make a difference on the short term? *Research Report submitted to the Department of Justice*.

Tustin D. and Strasheim, C. 2008. Retail Service Quality Perceptions in the Grocery Industry of Gauteng. *Research Report 374, Bureau of Market Research*, University of South Africa, Pretoria.

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

Smit, C.F. Steyn, A.G.W., Du Toit, S.H.C. & Strasheim C. 1994. *Moderne Statistiek vir die Praktyk*. JL van Schaik Uitgewers, Pretoria. (Chapters 3, 6, 7, 12, 13, appendices and all graphs in all chapters).

Smit, C.F., Steyn, A.G.W., Du Toit, S.H.C. & Strasheim C. 1994. *Modern Statistics in Practice*. JL van Schaik Publishers, Pretoria. (Chapters 3, 6, 7, 12, 13, appendices and all graphs in all chapters).

Strasheim, C. & Jansen van Rensburg M. 2001. Strategy Implementation, in *Applied Strategic Marketing*, 1<sup>st</sup> edition, edited by P.J. du Plessis, C.J. Jooste & J.W. Strydom. Sandton, Heinemann Publishers (Pty) Ltd. (Chapter 14, pp 381-414).

Strasheim, C. & Jansen van Rensburg M. 2005. Strategy Implementation, in *Applied Strategic Marketing*, 2<sup>nd</sup> edition, edited by P.J. du Plessis, C.J. Jooste & J.W. Strydom. Sandton, Heinemann Publishers (Pty) Ltd. (A significant revision. (Chapter 14).

Strasheim, C., Smit, C.F. & Steyn, A.G.W. 2001. *Software Applications: Supplement to Modern Statistics in Practice*. (Chapter 3 (pp19-64); chapter 6 (pp 102-121); Chapter 7 (pp124-129); Chapter 12 (pp154-169); Chapter 13 (pp172-183). (Published by the authors).

## **Conference papers presented (*but not published*)**

### **National**

Strasheim C. (1987). *The use of Proc Matrix in Correspondence Analysis*. Paper delivered at the SAS Users' Group of South African annual conference Sandton, Johannesburg.

Strasheim C. (1987). *A proposal to apply transformation functions for the normalisation of test scores*. Paper presented at the annual conference of the Statistical Association of South Africa conference, Bloemfontein.

Strasheim C. (1994). *The use of statistical software by statisticians in South Africa*. Paper presented at the annual conference of the South African Statistical Association, Skukuza, November.

Clemens, L., Pitt, L.F. & Strasheim, C. (2000): *Personalisation on the Internet*. Paper delivered at the IMM Marketing Educator's Conference, Cape Town, 24-25 August.

Strasheim, C. (2005). *Normalisation in Cross-cultural Research*. Paper presented at the annual conference of the South African Statistical Association, Grahamstown, November.

### **International**

Strasheim C. (1989). *A model for the simultaneous normalisation of test scores over various age levels*. Paper delivered at the 6-th European Meeting of the Psychometric Society.

Strasheim, C., Pitt, L.F., Caruana, A., & Nel, D. (2005). *The Schlinger Viewer Response Profile: A Reassessment Using A Large Sample*, in Harlan E. Spotts, Editor, *Developments in Marketing Science*, Vol. XXVIII, Abstract in Proceedings of the Annual Conference of the Academy of Marketing Science, Miami Florida, May.

Strasheim, C. (2007). *A Normalization Approach to Eliminate Bias in Cross-Cultural Research Data*. Paper presented at a Special Session of the Academy of Marketing Science, 2007 World Marketing Congress Verona, Italy, July, 14.

### **Other scholarly research based contributions:**

Member of SASA (South African Statistical Association)

Member of AMS (Academy of Marketing Sciences) from 2003

Reviewer for Journal of Advertising

Reviewer for Management Dynamics

Reviewer for ANZMAC conference

### **Management and administrative duties:**

Member of the Research Committee of Faculty