

STAFF MEMBER	DR JJ van der Walt
DESIGNATION / POSITION	Senior lecturer: marketing
TEL. FAX E-MAIL OFFICE	jvdwalt@cut.ac.za
QUALIFICATIONS	Higher education diploma (University of Free Sate) M.com (University of Free Sate) D.Tech:Marketing (Central University of Technology, Free State) Certificate in e-Marketing (University of Cape Town).
PORTFOLIO / SHORT CV	Dr JJ van der Walt hold the position of Senior lecturer in marketing at the Central University of Technology, Free State where he is lecturing marketing and marketing related subjects for the past 30 years. Dr Van der Walt obtained his Master's in Business Management (specialization Marketing) at the University of the Free State and subsequently obtained a D.Tech: Marketing qualification at the CUT. He was the study leader for several successful masters and doctoral students and was for 10 years the programme head for marketing qualifications at the CUT. He also holds a higher Education diploma. HE also serves on the editorial board of the <i>International Retail and Marketing Review</i> .
AREAS OF EXPERTISE	Marketing; Strategic marketing; e-marketing
PUBLICATIONS	
BOOK(S) OR CHAPTER(S) IN BOOK(S)	
PRESENTED CONFERENCES, SEMINARS, WORKSHOPS	Dr van der Walt presented papers at several conferences including at CUT, Stellenbosch University, Vaal University of Technology locally and in Athens, Greece and Orlando, USA. He was a guest lecturer at Aalen University in Germany where he presented 10 guest lectures on various marketing topics.
LINKEDIN RESEARCHGATE GOOGLE SCHOLAR PROFILE	