

STAFF MEMBER	Miss Motshedisi Molapo
DESIGNATION / POSITION	Lecturer: Marketing
TEL. FAX E-MAIL OFFICE	motshedisimolapo@cut.ac.za
QUALIFICATIONS	PGCE: BCom; BCom (Hons) & MCom
PORTFOLIO / SHORT CV	Worked at the University of the Free State as a junior lecturer, before joining Central University of Technology, Free State in October 2015. My research interests mainly focus on customer retention, relationship marketing, customer loyalty and strategic marketing.
AREAS OF EXPERTISE	Marketing, General Management, Strategic Marketing and Entrepreneurship
PUBLICATIONS	See ResearchGate
BOOK(S) OR CHAPTER(S) IN BOOK(S)	
PRESENTED CONFERENCES, SEMINARS, WORKSHOPS	Molapo M.E, Mukwada G. 2011. The impact of Customer Retention Strategies in the South African Cellular Industry: The case of the eastern Free State IAABPAB CONFERENCE in Orlando, Florida, USA, published in the conference proceedings page 28.
LINKEDIN RESEARCHGATE GOOGLE SCHOLAR PROFILE	ResearchGate