

ABBREVIATED CURRICULUM VITAE

CHANTAL ROOTMAN

Chantal Rootman was born and raised in Port Elizabeth. After being awarded the highest academic accolade – the Dux Award – in Grade 12, she started studying towards her BCom Degree at the University of Port Elizabeth (UPE) in 2000. Chantal majored in Industrial Psychology and Business Management and graduated in 2003 *cum laude*. While managing three part-time jobs – as a waitress, student assistant and tutorial leader she continued studying and obtained her Business Management Honours degree *cum laude* in 2004.

In January 2004 she joined UPE as a contract Junior Lecturer in the Department of Business Management at the Nelson Mandela Metropolitan University (NMMU). Chantal graduated at NMMU with her MCom degree in Business Management in 2006, also *cum laude*. After working as contract Lecturer between 2006 and 2010, she was appointed as a permanent Lecturer at NMMU in January 2011.

Chantal also obtained her PhD (Business Management) at NMMU in 2011. The title of her thesis was “An international comparative study on the relationship marketing and customer retention of retail banks: Lessons for South Africa”. She was promoted to senior lecturer in 2012, Associate Professor in 2014 and Full Professor in 2016.

Chantal has lectured both undergraduate and postgraduate students in the areas of Introduction to Business Management, Introduction to Business Functions, Marketing Management, Relationship Marketing and Financial Management. In addition, she lectures several units in Research Methodology modules. She has served as coordinator of various modules in the Department of Business Management for the last 9 years. Chantal has received commendation awards as an Emerging Teacher in the Faculty of Business and Economic Sciences in both 2009 and 2010.

She was awarded the faculty's Emerging Researcher of the Year in 2011 and the faculty's Researcher of the Year in 2014. In Chantal's close to 14 years as an academic, to date, she has authored/co-authored 18 national and international journal articles, all of which have been ISI, IBSS or DHET accredited or refereed. She has authored/co-authored 41 papers which have been presented at either national or international conferences. On 7 occasions these papers have either won the best paper, runner-up best paper, commendation or presentation awards. Several newspaper articles relating to her research, specifically her PhD topic, have been published.

Chantal has supervised over 30 Honours treatises, 9 Masters Dissertations and 1 Doctoral thesis during her 13 years at NMMU. Currently, she is supervising 10 research projects, of which 7 are Doctoral studies. In addition, Chantal has written several chapters in three different academic books. She is often asked to act as reviewer of conference papers, journal articles, and NRF applications. She has been a Consulting and/or Section editor for 2 reputable academic journals. Chantal acts as track chair at conferences, has led a PhD colloquium at an international conference, writes book reviews as well as book forewords, and acts as a specialist Financial Management textbook proof-reader. She was a founding member of and speaker at seminars of the South African Management Forum. Chantal has also served as external examiner to undergraduate modules and postgraduate research projects for several South African universities. Currently, Chantal is part of the faculty's research mentoring programme, where she is mentoring two colleagues in their research endeavours.

Chantal is also actively involved with internal and external engagement activities. She has served or is currently serving on the NMMU Blended Learning Committee, NMMU Research Ethics Committee, and the faculty's teaching and research committees. She is also involved in organising the School of Management Sciences Awards evenings.

Externally, Chantal was a board member of a non-profit organisation, 7Pounds between 2010 and 2015. This organisation financially and practically supports orphans towards obtaining a tertiary qualification.

On a personal note, Chantal is married to Steve and they have one son, Durandt, who is 9 years old. Chantal loves going to the movies, taking their dogs for a walk and enjoys holidays with lots of travelling. Of her fondest memories as an academic relates to travelling for conferences to Budapest, Dubai, London, Seychelles, Mauritius, Zambia and spectacular parts of South Africa.
