

ABBREVIATED CV (September 2024)

Marlé van Eyk

Department of Marketing Management

Faculty of Business and Economic Sciences

Prof Marlé van Eyk is a Professor of Marketing in the Faculty of Business and Economic Sciences at Nelson Mandela University, South Africa. There, she teaches and supervises students in business-related fields in various modules at both undergraduate and postgraduate levels.

Marlé started her schooling at the Addo Farm School and matriculated from Hoërskool de Vos Malan in King William's Town. She then moved to Gqeberha, where she obtained her BTech in Tourism Management in 1999 from the former PE Technikon. She continued with her Masters in Marketing, which she obtained Cum Laude in 2004. During the April 2011 graduation, Marlé graduated with her DTech in Marketing. The thesis focused on the antecedents for decision-making related to growth strategies for South African game ranches.

After lecturing at various private institutions, Marlé was employed as a senior lecturer at the Nelson Mandela Metropolitan University in 2012, where she quickly became involved in teaching, research and supervision. She has and is currently serving on numerous committees in the school and faculty across various portfolios and represented the faculty on the institutional ethics committee from 2017 to 2022. Marlé also served as the vice chair of the Nelson Mandela Institutional Human Ethics Committee (RECH) from January 2019 to February 2020 and is currently the chair of the School Research Committee.

Marlé has been invited as a guest professor to the Baden-Wurttemberg Cooperative State University, Bad Mergentheim Campus in Germany every year since 2015, where she teaches International Marketing related modules. She has also served as an external panel member for two program reviews at UNISA and fulfilled the role of chair for the external review of the CPUT undergraduate and postgraduate audits during the 2021 review. She was further Coordinator and facilitator of the Osnabruck-Nelson Mandela University inter-departmental Winter school (2016 to 2017).

In terms of postgraduate supervision, Marlé supervises across disciplines. One of her PhD students graduated with a PhD in Construction Management, and a Master's student graduated with an MCom in Tourism. Marlé has successfully supervised numerous postgraduate studies and is currently involved with four studies as either a

supervisor or co-supervisor. She has further acted as external examiner for various institutions at postgraduate level.

Marlé serves on the Editorial Board of The Retail and Marketing Review (previously called the International Retail and Marketing Review) and regularly reviews articles for other journals, conference papers and NRF applications. She was also the recipient of NRF travel funding on three occasions. Marlé has published in both national and international journals and has presented numerous conference papers. Two of the papers which she co-authored received the “Best Paper Award” and the “Distinguished Paper Award”. Her overarching research focus is on experience marketing, and she has also recently shifted her focus to political branding.

Marlé served as Head of Department of the Marketing Management department for seven years and is currently the Director of School: Management Sciences.