



TANZANITE UNIVERSITY

PROFESSOR ROBERT RUGIMBANA PHD - PROFILE

MBA (University of Newcastle), PhD (Macquarie University) AFAMI, AFAIM, MASABC

Professor Rugimbana is currently a South African National Research Foundation (NRF) rated Professor of Marketing and attached to the Tshwane University of Technology's Faculty of Management Sciences. He has previously taught in several Australian Universities including: Griffith University, Macquarie University, Newcastle University and University of Technology Sydney. Professor Rugimbana has taught researched and supervised students in a range of Business/Marketing/entrepreneurship areas. He has also previously held important University governance roles such as Associate Dean, Director of a Graduate School and Head of Department.

Professor Rugimbana has also been a senior consultant for several large Australian Organizations including one of the four largest banks in Australia, the Australian New Zealand Banking Group (ANZ), The South Australian Association of Credit Unions and more recently One Steel a Steel manufacturing concern. Similar associations have lead to several International refereed publications and reports. He is also an Associate Fellow of the Australian Marketing Institute, Member of the Australian New Zealand Academy of Marketing, Member - Academy of marketing (UK) and member of the Australian South African Business Council.

His main research interests lie in the academic areas of International Consumer Psychology, Cross Cultural Marketing and Poverty & Entrepreneurship, International Marketing Education, Corporate Social Responsibility as well as general Management covering South East Asian, African and selected countries in the West. His particular Industries of Interest are banks, Not for Profit Organizations and MFIs. Professor Rugimbana has published extensively by way of book chapters and internationally refereed and accredited journal and conference publications. He has completed an edited book on *Cross-Cultural Marketing* published by Thomson Learning International Business Press - UK (2002), co-authored an award winning *Principles of Core Marketing* textbook published in 2008 by McGraw-Hill, Australia as well as an adaptation of Kotler & Armstrong, South African edition 2010.

Professor Rugimbana is the founder of Tanzanite University and also of the largest African international conferences in the world namely the International Academy of African Business Development Conference (IAABD). The conference is actively involved in advancing knowledge development for practitioners in international and cross-disciplinary business ventures. For the last two years has been the proceedings chair of the International Business Conference.

Professor Rugimbana is on the editorial board of several international journals, including *the Journal of Developing Nations* as well as the *Journal of Financial Services Marketing*, *the African Journal of Science, Technology, Innovation and Development (AJSTID)* and the *Journal of African Business*. He is also the interim editor of the journal of *Doing Business Across Borders* which is due to be re-launched in 2012 as well as the *Nexus Innovations Journal*.

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