

Résumé: Prof Leyland F. Pitt
(Extraordinary Professor in the Department of Marketing Management)

Professor Leyland Pitt obtained his MBA and PhD in Marketing at the University of Pretoria in 1977 and 1986 respectively. He also obtained an M.Com in Business Administration at Rhodes University in 1991 and a PhD Honoris Causa at Lulea University of Technology in 2009.

Currently Prof Pitt is a Professor of Marketing, and the Dennis F. Culver EMBA Alumni Chair of Business at Segal Graduate School of Business at Simon Fraser University in Canada; an Emeritus Professor in Marketing at the Department of Business Management at the University of Stellenbosch in South Africa; an Affiliate Professor of Marketing at the Department of Industrial Engineering and Management at the Royal Institute of Technology in Sweden; an Adjunct Professor of Marketing at Rotterdam School of Management at the Erasmus Graduate School of Business in Netherlands; an Associate Member of the e-Commerce PhD Faculty at the University of Technology in Sweden; a Visiting Professor of Marketing at Wirtschafts University of Vienna in Austria and a Professor Emeritus in Marketing at the University of Pretoria in South Africa.

Prof Pitt started his career as a sales representative at Golden Leather Products Pretoria in 1973. In 1974 he joined the Department of Business Economics at the University of Pretoria as Junior Lecturer and was promoted to Lecturer in 1976. Between 1977 and 1978, he fulfilled the role of Sales Manager at Salfred Manufacturers (Pty) Ltd in Pretoria and soon moved to Datsun-Nissan South Africa where he was first appointed as a Fleet Sales Administration Manager and was later promoted to Marketing Research Manager. In 1979, Prof Pitt joined Air Products South Africa as a Marketing Manager for a year. Thereafter he returned to academia and fulfilled various lecturer and senior lecturer positions in South Africa and Australia, before becoming Associate Professor in 1989 at the University of Cape Town. Thereafter Prof Pitt was appointed Professor at various universities across the world, some of which included Brunel University and University of Cardiff in United Kingdom, Curtin University of Technology in Australia, Erasmus Graduate School of Business in Netherlands, King Fahd University of Petroleum and Minerals in Saudi Arabia as well as Monash University in Australia.

Professor Pitt has also made significant academic contributions for which he has been recognised. Some of his awards include European Quality Award for Theses on Total Quality Management, for supervision of PhD thesis of Albert Caruana, TD Canada Trust Distinguished Teaching Award for 2006 at Simon Fraser University, Recipient of the Pearson Prentice-Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education of the American Marketing Association in 2010. Prof Pitt also received numerous awards for *Best Professor* at the University of Vienna as well as numerous awards for the *Best Paper* or Case Study presented in various journals or conferences internationally.

Prof Pitt has also served as a member of American Marketing Association, Academy of Marketing Science, Association of Consumer Research, Australian Market Research Society, Australia and New Zealand Marketing Academy as well as Marketing Educators' Group. He has also been a member of the Editorial Board and Reviewer for various journals, some of which include *The British Journal of Management*, *Academy of Marketing Science Review*, *The International Journal of Marketing Research*, *Business Horizons* and *Journal for the Advancement of Marketing Education*.

His work has been cited in journals such as *The Journal of Marketing*, *The Journal of Retailing*, *The Journal of Marketing Research*, *The Journal of Consumer Research*, *Journal of the Academy of Marketing Science*; *Decision Sciences*, *MIS Quarterly*, *Journal of Advertising*, *Journal of Advertising Research*, *Information Systems Research*, and *Administrative Science Quarterly*, and also in many of the leading text books in Marketing (including Kotler; McCarthy and Perreault), International Management and Management Information Systems. Prof Pitt has also published in 7 of the 35 journals used by the Financial Times in their research rankings for Executive MBA programs, namely, *MIS Quarterly*, *Information Systems Research*, *California Management Review*, *Sloan Management Review*, *Long Range Planning*, *Journal of Small Business Management*, and *International Journal of Human Resource Management*.