

# DR TINASHE CHUCHU Ph.D.

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My name is Tinashe Chuchu and I am currently a Senior Lecturer in the Marketing Division of the School of Business Sciences at the University of the Witwatersrand, South Africa. I have also worked as a Senior Lecturer in the Department of Marketing Management, situated in the Faculty of Economic and Management Sciences at the University of Pretoria, South Africa. I hold both a Ph.D. and a Master of Commerce in Marketing from the University of the Witwatersrand, Johannesburg, South Africa. In addition, I have presented my work at international conferences and published numerous academic articles in accredited international journals indexed in major databases such as ISI, IBSS and SCOPUS. In 2019 I received the “**Best Junior Researcher in Management Sciences**” at the University of Pretoria. In 2016, I was acknowledged as the “**15<sup>th</sup> most productive researcher**” in the Faculty of Commerce, Law and Management at the University of the Witwatersrand, a faculty comprising of over 500 academics.

## EXPERIENCE

**02/2021 – PRESENT**

**SENIOR LECTURER, UNIVERSITY OF THE WITWATERSRAND, SOUTH AFRICA**

I am a Senior Lecturer in the Marketing Division of the School of Business Sciences. My responsibilities include, research, doctoral and masters supervision, course co-ordination and lecturing.

**07/2018 – 02/2021**

**SENIOR LECTURER, UNIVERSITY OF PRETORIA, SOUTH AFRICA**

I was a Senior Lecturer in the Department of Marketing Management at the University of Pretoria whose responsibilities included; lecturing strategic marketing, integrated brand communications, marketing research and research methodology. In addition to the abovementioned roles I supervise doctoral and masters students in the department. I am an active researcher with numerous international publications.

**2017/2018**

**RESEARCH & MARKETING DIRECTOR, RATILE RESEARCH SERVICES  
(AIRPORTS COMPANY SOUTH AFRICA OFFICIAL RESEARCH PARTNER)**

I was responsible for managing research projects conducted on behalf of Airports Company South Africa by Ratile Research Services in my capacity as Research and Marketing Director. Projects ranged from tourist and airport employee quantitative surveys to airport audits and doctoral studies (Fieldwork) conducted within South Africa's airports.

**2014 – 2017**

**SESSIONAL LECTURER, UNIVERSITY OF THE WITWATERSRAND,  
JOHANNESBURG, SOUTH AFRICA**

I was a sessional marketing lecturer in the marketing division of the school of economic and business sciences at the University of the Witwatersrand. I taught Introduction to marketing and Integrated marketing communications. I was also responsible for supervising masters, honours students as well as co-supervised doctoral students.

## EDUCATION

**DECEMBER 2017**

**PHD IN MARKETING**, UNIVERSITY OF THE WITWATERSRAND

**Thesis title:** Destination marketing: a study into international airport service experience, destination image and intention to revisit South Africa

**DECEMBER 2014**

**MASTER OF COMMERCE IN MARKETING**, UNIVERSITY OF THE WITWATERSRAND

**Thesis title:** Student perceptions of the predictors of customer purchase intentions of counterfeit products

## SKILLS

- Data Analysis (SPSS & AMOS) & Academic writing
- Quantitative research

## AWARDS & RECOGNITION

- 2019 Best Junior Researcher in Management Sciences, University of Pretoria
- National Research Foundation of South Africa (*Doctoral Scholarship*)
- Post-graduate Merit Award (*Doctoral scholarship from the University of the Witwatersrand, Johannesburg South Africa*)
- 15<sup>th</sup> Most Prolific Researcher in 2016 in the Faculty of Commerce, Law and Management, University of the Witwatersrand, Johannesburg, South Africa
- Research Development Programme Fund (*Grant awarded by the University of Pretoria over a three-year period*)

## ACTIVITIES

This section presents the numerous activities that I have engaged in.

- High School Mathematics & English Volunteer Tutor at Ikamva Youth, January to April 2014
- Special Guest Speaker (Management College of Southern Africa)
- Commentary and opinion papers of TV channels that include BBC and CNN. See links below:
- CNN Contribution: Retrieved from <http://edition.cnn.com/2017/01/18/opinions/trump-presidency-international-views-roundup/>  
BBC Interview: Retrieved from: <http://www.bbc.com/news/live/world-africa-37904416>  
CNBC AFRICA Interview Retried from: <http://www.cnbc africa.com/video/?bctid=5304306236001>

I also review papers for the following academic journals and conferences:

- American Marketing Association Conference
- Journal of Air Transport Management (Elsevier Scopus)
- Data in Brief (Elsevier Scopus)

- The Southern African Institute for Management Scientists
- The Academy of Business and Retail Management Conferences
- Journal of Business and Retail Management Research
- Southern African Business Review
- The Academy of Business and Retail Management Conferences
- Journal of Business and Retail Management Research

## SELECTED RECENT PUBLICATIONS (2019 -2020)

2020 RESEARCH OUTPUT	
1.	<b>Chuchu, T.</b> (2020). The Impact of Airport Experience on International Tourists' Revisit Intention: A South African Case. <i>Geojournal of Tourism and Geosites</i> , (DHET ACCREDITED/ SCOPUS - ACCEPTED)
2.	Gumpo, C.I.V., <b>Chuchu, T.</b> , Maziriri, E.T. & Madinga, N.W. (2020). 'Examining the usage of Instagram as a source of information for young consumers when determining tourist destinations'. <i>South African Journal of Information Management</i> , 22(1), 1-11. <a href="https://doi.org/10.4102/sajim.v22i1">https://doi.org/10.4102/sajim.v22i1</a> . (DHET ACCREDITED)
3.	Letshaba, R.K., Maziriri, E.T., Ndoro, T., & <b>Chuchu, T.</b> (2020). Structural differentiation and organisational learning capability as predictors of cooperate venturing and business growth among SMEs in South Africa. <i>International Journal of Business &amp; Society</i> . 21 (2), 717-736 (SCOPUS)
4.	Maziriri, E.T., Gapa, P., & <b>Chuchu, T.</b> (2020). Student Perceptions Towards the use of YouTube as An Educational Tool for Learning and Tutorials. <i>International Journal of Instruction</i> . 113(2), 119-138 <a href="https://doi.org/10.29333/iji.2020.1329a">https://doi.org/10.29333/iji.2020.1329a</a> (SCOPUS - ACCEPTED)
5.	Minnaar, P., Mototo, L., & <b>Chuchu, T.</b> (2020). An Analysis of the Intention of Consumers to Adopt Branded Mobile Applications in South Africa. <i>International Journal of Interactive Mobile Technologies</i> , 14(3), (DHET ACCREDITED/ SCOPUS)
6.	<b>Chuchu, T.</b> , & Maziriri, E.T. (2020). A Review of the Impact of Consumerism, Recycling and Pollution: Evidence from Southeast Asia: 1999 to 2019. <i>Journal of Environmental Management and Tourism</i> , 1(41) 36-41. DOI: <a href="https://doi.org/10.14505/jemt.v11.1(41).04">10.14505/jemt.v11.1(41).04</a> (DHET ACCREDITED/ SCOPUS - ACCEPTED)
7.	Gwinji, W., A, Chiliya, N., <b>Chuchu, T.</b> , Ndoro, T. (2020). An Application of Internal Marketing for Sustainable Competitive Advantage in Johannesburg Construction firms, 15 (1), 183 – 200 (DHET ACCREDITED/ SCOPUS)
8.	Govender, K., Chiliya, N., <b>Chuchu, T.</b> , Maziriri, E., Ndoro, T. (2020). Religious Tourism: An Analysis of Antecedents of the Intention to Participate In Religious Festivals. <i>Enlightened Tourism: A Path Making Journal</i> . 10(1), 111-135 (DHET ACCREDITED/ SCOPUS)
9.	Nascimento Cunha, M., <b>Chuchu, T.</b> , & Maziriri, E.T. (2020). Threats, Challenges, And Opportunities for Open Universities and Massive Online Open Courses in The Digital Revolution. <i>International Journal of Emerging Technologies in Learning</i> . 15(12), 191-204 (DHET ACCREDITED/ SCOPUS)
10.	Maramura, T.C., Maziriri, E.T., <b>Chuchu, T.</b> , Mago, D., Mazivisa, R. (2020). Renewable Energy Access Challenge At Household Level For The Poor In Rural Zimbabwe: Is Biogas Energy A Remedy? <i>International Journal of Energy</i>

<i>Economics and Policy</i> . 10(4), 282-292 <b>(DHET ACCREDITED/ SCOPUS)</b>
<b>11.</b> Mashao, M.P., Maziriri, E.T., <b>Chuchu, T.</b> (2020). Multisensory Dimensions Effect on Affective Attitudes, Restaurant Attachment and Positive Word of Mouth in Quick-Service Restaurants. <i>Acta Universitatis Danubius. Œconomica</i> . 16(2), 176-200 <b>(DHET ACCREDITED/ IBSS)</b>
<b>12.</b> Venter de Villiers, M., <b>Chuchu, T.</b> , & Chavarika, G.V. (2020). An Investigation on Mobile Banking and Co-creation Services Adoption Intention in South Africa. <i>International Journal of Interactive Mobile Technologies</i> . 14(11). 137-152 <b>(DHET ACCREDITED/ SCOPUS)</b>
<b>13.</b> Madinga, N.W., Maziriri, E.T., Dondolo, B.H., <b>Chuchu, T.</b> (2020). <i>Modelling fashion clothing involvement among gay consumers in South Africa</i> , <i>Cogent Social Sciences</i> , 6(1), 1-27 <b>(DHET ACCREDITED/ SCOPUS - ACCEPTED)</b>
<b>14.</b> Mutodi, K., Maziriri, E.T., & Chuchu, T. (2020). The Response of Zimbabwe Tobacco Exports to Real Exchange Rates Volatility: 1980-2019. <i>Journal of Agriculture and Rural Development</i> . 2(56). 201–219 <b>(DHET ACCREDITED/ IBSS - ACCEPTED)</b>
<b>15.</b> Madinga, N.W., Maziriri, E.T., Mototo, L., & <b>Chuchu, T.</b> (2020). Political campaigns in South Africa: Does celebrity endorsement influence the intention to vote? <i>Journal of Public Affairs</i> . 20(3), 1-11 <b>(DHET ACCREDITED/ SCOPUS) – B RATED</b>
<b>16.</b> Mudanganyi, M., Maziriri, E.T., <b>Chuchu, T.</b> & Ndoro, T., (2020). Brand Orientation as a Predictor of Customer Orientation, Brand Uniqueness and Competitor Orientation: Evidence from retail SME managers in South Africa. <i>African Journal of Development Studies</i> .10(3),303-318 <b>(DHET ACCREDITED/ IBSS - ACCEPTED)</b>
<b>17.</b> Govender, K., Chuchu, T., Maziriri, E.T., Nascimento Cunha, M. (2020). An Analysis of Local Tourists’ Perceptions towards Attraction Sites in Cape Town, South Africa. <i>e review of Tourism Research</i> . 1-21 <b>(DHET ACCREDITED/ SCOPUS )</b>
<b>18.</b> Madinga, N., Maziriri, ET., Chuchu, T., Nxopo, Z. (2020). An Investigation of The Impact of Financial Literacy and Financial Socialization on Financial Satisfaction: Mediating Role of Financial Risk Attitude. <i>Global Journal of Emerging Market Economies</i> . <b>(DHET ACCREDITED/ SCOPUS - ACCEPTED)</b>
<b>19.</b> Maziriri, E.T., Rukuni, T.F., <b>Chuchu, T.</b> (2020). From selected multi-sensory dimensions to positive word of mouth: Data on what really drives generation Z consumers to be attached to quick service restaurants in Bloemfontein, South Africa? <i>Data in Brief</i> . 32(October), 1-8. <a href="https://doi.org/10.1016/j.dib.2020.106279">https://doi.org/10.1016/j.dib.2020.106279</a> <b>(DHET ACCREDITED/ SCOPUS)</b>
<b>20.</b> <b>Chuchu, T.</b> (2020). The Link between Energy Economics, Consumer behaviour and Tourism: A Literature Review. <i>Journal of Environmental Management and Tourism</i> . <b>(DHET ACCREDITED/ SCOPUS - ACCEPTED)</b>
<b>21.</b> Mashwama, V.C., <b>Chuchu, T.</b> , & Maziriri, E.T. (2020). Fictional Spokes-Characters in Brand Advertisements and Communication: A Consumer’s Perspective. <i>Communitas</i> . <b>(DHET ACCREDITED/ SCOPUS - ACCEPTED)</b>
<b>22.</b> Rukuni, T.F., Maziriri, E.T., & <b>Chuchu, T.</b> (2020). Data on occupational health and safety strategies influencing the reduction of corona-virus in South Africa. <i>Data in Brief</i> . 32 (October), 1-7. <a href="https://doi.org/10.1016/j.dib.2020.106300">https://doi.org/10.1016/j.dib.2020.106300</a> <b>(DHET ACCREDITED/ SCOPUS - ACCEPTED)</b>
<b>23.</b> Madinga, N.W., Maziriri, E.T., <b>Chuchu, T.</b> , & Mototo, L. (2020). The LGBTQAI+ Community and luxury brands: exploring drivers of luxury consumption in South Africa. <i>African Journal of Economic and Business</i>

*Research. (DHET ACCREDITED/ SCOPUS - ACCEPTED)*

24. Kekana, R., Venter de Villiers, M., van den Berg, A., & **Chuchu, T.** (2020). An Empirical Investigation into Millennials and their Buying Behaviour within Pop-Up Retail Stores. *Acta Universitatis Danubius. Œconomica. 16(6)*, 250-273 **(DHET ACCREDITED/ SCOPUS - ACCEPTED)**

**2019 RESEARCH OUTPUT**

25. Maziriri, E.T., **Chuchu, T.**, & Madinga, W. (2019). Key Drivers that Influence Store Choice in the Contemporary Gauteng Apparel Retail Market. *Journal of Contemporary Management 16(2)*, 201-233 **(DHET ACCREDITED)**
26. Chininga, T., Rungani, E., Chiliya, N., **Chuchu, T.** (2019). Facebook Communication and Marketing Influence on Decision-Making and Choice of University Student Representatives: A Student's Perspective. *Romanian Journal of Communication and Public Relations. 21(2)*,7-21 **(DHET ACCREDITED/ SCOPUS)**
27. **Chuchu, T.** (2019). Data on the Relationship between Traveller Perceived Value and Traveller Intention to Revisit a Destination. *Data in Brief.26(October)*, 1-6 <https://doi.org/10.1016/j.dib.2019.104435> **(DHET ACCREDITED/ SCOPUS)**
28. Virima, M., Sandada M., Ndoro, T., & **Chuchu, T.** (2019). The impact of service quality drivers on customer satisfaction in internet provision services of Zimbabwe. *Journal of Business & Retail Management Research.14(1)*, 98-105 **(DHET ACCREDITED/ SCOPUS)**
29. Matlakala, M., Chiliya, N., **Chuchu, T.**, & Ndoro, T. (2019). An Empirical Study on the Predictors of the Perceived Quality of Learning at Institutions of Higher Education: 2D Model Approach. *International Journal of Emerging Technologies in Teaching and Learning, 14(15)*, 67-77 **(DHET ACCREDITED/ SCOPUS)**
30. **Chuchu, T.**, Chiliya, N., & Chinomona, R. (2019). Investigating the Impact of Destination Image on Travellers' Intention to Revisit South Africa: A Case of International Tourists. *e-Review of Tourism Research 16(6)*, 567-587 **(DHET ACCREDITED/ SCOPUS)**
31. Kabungaidze, T., Sibanda, M. M., Ndoro, T., & **Chuchu, T.** (2019). The Influence of Satisfaction on Job Outcomes among Foreign and local Academic Staff at a Selected International University. *African Journal of Hospitality, Tourism and Leisure, 8 (2)*, 1-13 **(DHET ACCREDITED/ SCOPUS)**
32. Maziriri, E.T., **Chuchu, T.**, & Madinga, N.W., (2019). Antecedents of psychological well-being among workers within SMEs in the Gauteng Province, South Africa. *SA Journal of Industrial Psychology, 45(0)*, 1-13 **(IBSS/ DHET ACCREDITED)**
33. Sefora, I., **Chuchu, T.**, Chiliya, N., & Ndoro, T. (2019). An investigation of young consumers' perceptions towards the adoption of electric cars. *African Journal of Business and Economic Research, 14(2)*, 107-126. **(DHET/IBSS/ ACCEPTED)**
34. Demba, D., Chiliya, N, **Chuchu T.**, & Ndoro, T., (2019). How User-Generated Content Advertising Influences Consumer Attitudes, Trust and Purchase Intention of Products and Services. *Communicare: Journal of Communications Sciences in Southern Africa 38 (1)*, 36 –149 **(DHET ACCREDITED)**
35. Mashwama, V.C., Chiliya, N, & **Chuchu T.** (2019). Destination Image of Swaziland: Perceptions of Local and International Tourists. *e review of Tourism Research 16(4)*. 271-293 **(DHET ACCREDITED/ SCOPUS)**
36. **Chuchu, T.**, & Ndoro, T. (2019). An examination of the determinants of the adoption of mobile applications as learning tools for higher education students.

<i>International Journal of Interactive Mobile Technologies</i> , 13(3), 53-67 <b>(DHET ACCREDITED/ SCOPUS)</b>
<b>37.</b> Koenaitse, M., <b>Chuchu, T.</b> , & Venter de Villiers, M. (2019). The Impact of Mobile Banking on the Adoption of Banking Products and Services in South Africa, using the Technology Acceptance Model. <i>Journal of Business &amp; Retail Management Research</i> , 13(3), 93- 103 <b>(DHET ACCREDITED/ SCOPUS)</b>
<b>38.</b> Nkonko, K, Chiliya, N, Ndoro, T. & <b>Chuchu, T.</b> (2019). An investigation into the factors influencing the purchase intentions of Smart Wearable Technology by students. <i>International Journal of Interactive Mobile Technologies</i> .13(5),15-29 <b>(DHET ACCREDITED/ SCOPUS)</b>
<b>39.</b> Matipedza, T., Sampa, M., Ndoro, T., & <b>Chuchu, T.</b> (2019). Attributes Influencing Financial Institutions Selection by African Youth Tourists. <i>African Journal of Hospitality, Tourism and Leisure</i> , Volume 8(2), 1-9 <b>(DHET ACCREDITED/ SCOPUS)</b>
<b>40.</b> Maziriri, E. T., <b>Chuchu, T.</b> , & Madinga, N. W. (2019). Navigating on the antecedents that influence store patronage, apparel purchase decision and store attachment among the Generation Y cohort. <i>The Retail and Marketing Review</i> , 15(1), 39-56. <b>(DHET ACCREDITED/ SCOPUS)</b>

**DHET: Department of Higher Education & Training (South Africa)**

## **EXTERNAL EXAMINATION**

- *University of Cape Town, South Africa*
- *University of South Africa, South Africa*
- *University of the Witwatersrand, South Africa*
- *University of the Free State, South Africa*
- *Milpark Business School, South Africa*
- *University of Johannesburg, South Africa*

## **REFEREES (Available on request)**