

Dr. Kuhle Zwakala profile



Dr. Kuhle Zwakala is a Senior Lecturer in the Department of Business Management. He holds Doctor of Commerce in Marketing, specialising in Strategic Marketing, Strategic Brand Management with a niche focus on brand identity, brand image, brand positioning, and corporate reputation. He has been lecturing for 9 years and has previously worked for the University of Johannesburg, Vega School, and Cape Peninsula University of Technology. His research has been published in local and international journals such as the *Journal of Contemporary Management* and the *Journal of Business-to-Business Marketing*. Prior to his academic career, he worked in various industries, including logistics, FMCG, and financial services.

Contact details.

+2721 808 9763 / e: zwakalak@sun.ac.za

Room 408D, Schumann Building, Bosman Street | Kantoor 408D, Schumanngebou, Bosmanstraat
Stellenbosch Campus | Stellenbosch Kampus

Research

Book

- Steenkamp, P. & Zwakala, K.M. 2023. *Services Brand Management: Building Services Brand Equity*. Cape Town. BrandForSuccess Publishing. ISBN 9780796121943
<https://sio.brandforsuccess.com/services-book>

Articles

- Zwakala, K.M. & Church, L. 2024. Digital marketing strategy adoption for online brand presence: real estate agents' perspectives in Cape Town. *International Journal of Internet Marketing and Advertising*, ahead-of-print online publication.
<https://doi.org/10.1504/IJIMA.2025.10065229>
- Zwakala, K.M. 2024. Will the 112-year bond between brand ANC and its followers be enough in 2024? *Bizcommunity*, 15 January 2024, <https://www.bizcommunity.com/article/will-the-112-year-bond-between-brand-anc-and-its-followers-be-enough-in-2024-890883a>

- Zwakala, K.M 2023. The Springbok positive brand equity – where to from here? Bizcommunity, 13 November 2023, <https://www.bizcommunity.com/Article/196/82/243708.html>
- Zwakala, K.M. & Steenkamp, P. 2023. Brand identity-image fit in professional services in South Africa: is brand co-creation a panacea? *Journal of Contemporary Management*, 20(1): 444-473. <https://doi.org/10.35683/jcm1038.204>
- Zwakala, K.M & Steenkamp, P. 2021. Identity-based brand differentiation: brand identity prism application in South African banks. *Journal of Contemporary Management*, 18(1): 121-141. <https://journals.co.za/doi/10.35683/jcm20051.99>
- Zwakala, K.M & Steenkamp, P. 2021. Brand identity-image congruence: a framework for business-to-business banks in South Africa. *Journal of Business-to-Business Marketing*, 28(03): 283-305. <https://doi.org/10.1080/1051712X.2021.1974170>
- Zwakala, K.M., Steenkamp, P. & Haydam N.E. 2017. Brand Identity: theory versus practice in the South African banking sector. *The Journal of Retail and Marketing Review*, 13(2): DOI <https://journals.co.za/content/journal/10520/EJC-bd241c0d1>

Conference presentation

- Zwakala, K.M. & Steenkamp, P. 2023. Building competitive MCC brands through marketing strategy adaptation during the Covid-19 pandemic: evidence from Western Cape winelands, South Africa. In Adendorff, S., Terblanche, C. & Brits, K. (eds.). *Proceedings of the Southern African Institute of Management Scientists, 34th Annual Conference*, Clubview, Centurion, South Africa, 10-13 September 2023. Centurion: Southern Africa Institute of Management Scientists and Akademia, pp. 639-652
- Zwakala, K.M. & Luthuli, M. 2023. Price discrimination in the automotive insurance sector: an outlook of South African townships. 9th International Conference of Business and Management Dynamics (ICBMD-2023), Cape Peninsula University of Technology, Newlands Cricket Ground, Newlands, Cape Town, 27-29 September 2023.
- Zwakala, K.M. 2019. Brand identity-image congruence in financial services in South Africa. 21st Global Business and Technology Association. Paris, France, 9-13 July 2019.
- Zwakala, K.M. 2018. Employee-based brand equity: an application of the brand resonance pyramid in South African B2B financial services. 5th International Conference of Business and Management Dynamics (ICBMD). Cape Peninsula University of Technology, Lord Charles Hotel, Somerset West, Cape Town, 29-31 August 2018.

Conference attendance & panel discussion participation

- In pursuit of building stakeholder relations to secure student bursaries on 4 October 2022 I attended the W&R SETA Inaugural Research Conference held in Christal Towers Hotel Cape Town as a panel member.

On 6 October 2022 I attended the 6th Nation Brand Forum hosted by Brand South Africa in Sandton Johannesburg themed *An Inclusive Partnership to Rebuild the Economy and Drive The Nation's Competitiveness* as a panel participant.