



Curriculum Vitae



Personal Data

Name: **Rev. Dr. Samuel Affran**
(PhD, MPhil, PGDTLHE, BMS, ACIM-UK, ACIMG)

Postal Address(es): **University of Education, Winneba,
School of Business,
Dept. Marketing and Entrepreneurship
North Campus,
P. O. Box 25,
Winneba.**

Cell Phone: **0242767600/ 0244862416**

Email Address(es): saffran@uew.edu.gh

Date of Birth: **13th May 1977**

Nationality: **Ghana**

Areas of Expertise or Professional Skills

He possesses specialization in diverse domains within the field of marketing and entrepreneurship, including but not limited to relationship marketing, marketing strategy, strategic marketing, customer management, and entrepreneurship. His contributions to scholarly discourse are evidenced by publications in esteemed international journals, alongside presentations delivered at conferences dedicated to marketing research on an international scale. Furthermore, his pedagogical ethos favours an approach rooted in collaboration within the instructional context.

Education & Qualifications

2024 – 2027 University of Cape Coast, PhD Business Administration (Entrepreneurship option), ongoing.

2020-2023 Livingstone International University of Tourism Excellence & Business Management (LIUTEBM), Ibex Hill, Lusaka, Republic of Zambia. PhD in Marketing Management.

2018-2019 University of Education, Winneba. PGDTLHE

2012-2014 University of Ghana, Accra, Legon. MPhil Business Administration (Marketing Option)

2007-2010 University of Cape Coast, Cape Coast, Bachelor of Management Studies (1st Class)

1999-2002 Cape Coast Technical University, Cape Coast, HND Marketing (1st Class)

1994-1996 Mfantshipim Secondary School, Cape Coast, Ghana. Senior Sec. School Certificate (SSSCE)

1990-1993 Basic Education Certificate Examination (BECE), MIM TIMBER COMPANY JSS, Brong Region, Accra.

Career History

FEBRUARY 2023- TO DATE GIMPA SCHOOL OF PUBLIC SERVICE AND GOVERNANCE

Position: Adjunct Senior Lecturer

Masters Level (MOSHEM)

Responsibilities: I Lecture this course (Research Methods-SPG704B)

Set examination question

Mark scripts and conduct assessment

FEBRUARY 2018-TO DATE UNIVERSITY OF EDUCATION BUSINESS SCHOOL,
WINNEBA

Position: Senior Lecturer {February 2022 to date}

M.Phil. Level

Responsibilities: I Lecture these courses

- New venture creation
- Innovation Management and Entrepreneurial Finance
- Thesis supervision

MBA Level

Responsibilities: I lecture these courses

- Marketing Strategy and Policy
- Applied Marketing Research
- Research Method
- Thesis supervision

Undergraduate Level

Responsibility: I Lecture these courses

Principles of Marketing	-	2 nd Year Students
Entrepreneurship& SBM	-	2 nd Year Students
Consumer Behaviour	-	3 rd Year Students
Marketing Management	-	3 rd Year Students
Service Marketing	-	4 th Year Students
Social Marketing	-	3 rd Year Students
Integrated Marketing Communication	-	4 th Year Students
Tourism marketing	-	4 th Year Students

Item construction		for levels 2, 3, and 4
Mark scripts	-	for levels 2,3, and 4
Project work supervision	-	4 th year students

MAY 2015- 2018 CAPE COAST TECHNICAL UNIVERSITY, CAPE COAST

Position: Lecturer Part-Time

B-tech programme

Responsibilities: I Lectured the following courses

Strategic Management	-	First-Year Students
Strategic M I S	-	First-Year Students
Marketing Research	-	Final Year Students
Global Marketing	-	Final Year Students
International marketing	-	First-Year Students
Item construction	-	First and final year students
Mark scripts	-	First and final year students
Thesis supervision	-	4th-year students

HND Programme

Responsibilities: I Lecture these courses

International marketing	-	Final students
Marketing research	-	3rd-year students

**AUGUST 2017-FEB.2018 UNIVERSITY OF EDUCATION BUSINESS SCHOOL,
WINNEBA**

Position: Lecturer {Part-Time}

Responsibility: I Lectured the following courses

- Principles of Marketing - 2nd Year Students {Group 2}
- Principles of Marketing - 2nd Year Students {Group 4}
- Principles of Marketing - 2nd Year Students {Group 5}
- Principle of Marketing - 2nd Year Students {Group 6}

OCTOBER 2011- OCTOBER 2017 COLLEGE OF DISTANCE EDUCATION, UNIVERSITY OF CAPE COAST

Position: Assistant Examiner

Responsibilities: Marking of scripts - Strategic Management
- International Business
- Company Law
- African studies

Position: Senior course tutor {Part-Time}

Responsibility: Facilitated these courses

- Strategic Management - Final Year Students
- Company Law - Final Year Students
- African Studies - Final Year Students

JANUARY 2011-AUGUST 2012: CAPE COAST INTERNATIONAL SECONDARY SCHOOL

Position: Tutor

Responsibilities:

- Economics - S.S.S. 1 (Visual Art)
- Economics - S.S.S. 1 (Home Economics)
- Economics - S.S.S. 1 (Arts 1)
- Economics - S.S.S. 1 (Business)

July 2007-Jan 2011: NATILLA SCHOOL COMPLEX, ABRAFO ODUMASE.

Position: Headmaster & Tutor

Responsibilities

- Managing the day-to-day administration of the Institution
- Social Studies - J.S.S. 1
- Social Studies - J.S.S. 2
- Social Studies - J.S.S. 3
- Mathematics - J.S.S. 3

2006-2007 COMMERCIAL SERVICE INSTITUTE, CAPE COAST, GHANA
(Secondary Cycle Institute that equips students into the University)

Position: Principal and Tutor

Responsibilities:

- Manage the day-to-day administrative proceedings of the institution
- Economics - SSS 1
- Mathematics - SSS2

2003-2006 CAPE COAST TECHNICAL UNIVERSITY, CAPE COAST
(Tertiary Institution that trains students to become professionals)

Position: Assistant Instructor

Responsibilities

Undertook tutorials with HND Students

- Marketing fundamentals (1st year)
- Behavioural aspects of marketing (2nd year)
- Marketing Communication (3rd year)

Script marking

- Assignments
- Mid-semester examinations
- Quizzes
- End-of-semester examination

Lecturing Diploma in Business Studies (DBS) Student:

- Office practice and Administration (1st year)
- Economics (2nd year)

Lecturing pre-HND Students

- Secretarial and Management student- social studies
- Marketing students- Social Studies

2002-2003 JABEZ COLLEGE OF EDUCATION, TAKORADI
(An academic institution that trains students to perform clerical duties)

Position: Tutor

Responsibilities:

- Teaching RSA I - Economics
- Teaching RSA II - Marketing and Economics
- Teaching RSA III - Marketing and economics
- Teaching SS1 - Mathematics
- Teaching SS2 - Mathematics

AUGUST 2002-OCTOBER 2002: SCANSTLY MIM LIMITED, MIM, GHANA

Industrial Attachment

(Wood Processing Company for both domestic and foreign Market)

Position: Marketing Officer

Responsibility:

- Assisting the marketing manager in his day-to-day transaction
- Taking stock of daily transactions
- Assisting the promotion team
- Help in segmenting the entire market sector

AUGUST 2000-OCTOBER 2000 MIM TIMBER COMPANY, MIM GHANA

Industrial Attachment

(A wood processing company that process logs into a finished product)

Position Sales Personnel

Responsibility:

- Assistant to the customer care manager
- Taking stock of the daily transactions
- Handling of customer complaints
- Conducting market survey
- Assisting in formulating sales promotion schemes.

1997-1999

MIM PENTECOST PREPARATORY SCHOOL, MIM, GHANA.

(First Cycle Institution that trains students to have some basic skills)

Position: Teacher

Responsibilities:

Teaching JSS 1	-	Mathematics
Teaching JSS 2	-	English and Social Studies
Teaching JSS 3	-	Religious and Moral Education and math
Primary 5	-	Math and Environmental Studies
Primary 4	-	Environmental Studies and Social Studies

SEMINARS/WORKSHOPS ATTENDED

- 16th June – 19th 2018: three-day workshop on Strategic planning organised by the School of Business, the University of Education at bedrock hotel, Anomabo.
- 3rd march 2018: Orientation for newly appointed senior members organised by the division of human resources, the University of Education at UEW, in the registrar’s conference room.
- 13th- 17th September 2020: three-day workshop on Subject-Based and Continuous Professional Development (CPD) for tutors from the 15 Colleges of Education affiliated with the University by The Institute for Teacher Education and Continuing Professional Development (ITECPD) of the University of Education, Winneba held at Windy lodge, Winneba.
- 14th - 16th October 2020: Three days training courses organized by Right to Play, an international at Aqua Safari, Ada.
- 19th October 2020: Workshop on mentorship for early career persons in UEW, organized by the gender mainstreaming directorate in Winneba at Gloriaka hotel.
- 26th October 2020 – 1st November 2020: Subject-Based Course Manuals, PD Training Workshop (JHS) By ITECPD at Wadoma Royale Hotel, Kumasi.
- 23rd November 2020: Item construction workshop held at Winneba by the Department of Educational Administration and Management at UEW in the registrar’s conference room.
- 24th – 26th 2020 November: ITECPD Organizes UEW LMS Training Workshop for Tutors of Affiliated Colleges of Education at UEW, in the registrar’s conference room.

- 8th -12th February 2021: Workshops organized by the institute for teacher education and continuing professional development (ITECPD) on the mentorship programme for centre coordinators and lecturers on the M.ED. mentorship and introduction of two new programmes in Winneba, at Gloriaka hotel.
- 15th -27th February 2021 three-day workshop for new mentors, organized by ITECPD, held in Wadoma Royale Hotel, Kumasi.
- 8th -12th March 2021: three-day need-based workshops held at Windy Lodge by The Institute for Teacher Education and Continuing Professional Development (ITECPD) of the University of Education, Winneba.
- 16th March 2021 training held in RTP Conference room Accra, RTP-UEW (ITECPD) strategic planning meeting.
- 13th- 19th 2021: two-day item writing and moderation workshop held at Gloriaka Hotel, by The Institute for Teacher Education and Continuing Professional Development (ITECPD) of the University of Education, Winneba.
- 17th August, 2021- a day workshop on administrative duties of ITECPD staff organized by the institute at the department of the educational foundation conference room, UEW, Winneba.
- 19th August, 2021: Directorate of Research, Innovation and Development, under the theme: Building an Excellent University through Funded Research and Innovation, Josphus Anamoah Mensah Conference Centre, participant.
- 5th- 8th September 2021, a three-day workshop organised by TTEL, for STS coordinators for affiliated colleges of education and UEW at Elmina beach resort.

- 10th -13th November,2021, Academic retreat: Positioning the School of Business to actively participate in the internal fund generation agenda of UEW, Royal Lee's Hotel, Tutu Akuapem, E/R, participant.
- 6th December 2021 one-day workshop held in ADA college of education for STS coordinators (Field Monitoring Visits Colleges of Education)
- 1
- 17th -21st January 2022, a five-day workshop organised by ITECPD on internship supervision for affiliated faculties in UEW at Gloriaka hotel.
- 18th- 19th March 2022; Facilitator for a two-day GESI workshop organised by ITECPD in partnership with T TEL for management of affiliated colleges of education at Kumasi, Senator Hotel.
- 12th February,2022: Webinar Training Series on Geographical Information Systems in Monitoring and Evaluation by the Institute of Monitoring and Evaluation Practitioners, Ghana via Zoom
- February 5th and 6th, 2025: Workshop on the Implementation of the New Senior High School Curriculum: WAEC and GES Collaboration, Elmina Beach Resort in Elmina
- 9th April,2022: Webinar Training Series on Information Technology Systems in Monitoring and Evaluation by the Institute of Monitoring and Evaluation Practitioners, Ghana via Zoom
- 18th May, 2022: contemporary issue in Tax Administration in Ghana. JAM, UEW. Participant.
- 25th May, 2022 : School of Business Monthly Seminar Series, School of Business seminar room
- 23rd July, 2022: School of Business Maiden Graduate Student's Seminar Amu theatre, UEW , central campu.
- 27th July,2022: School of Business Monthly Seminar Series, School of Business seminar room

- 2nd September, 2022: Building a Successful Business Career: The Role of Digitisation, North Assembly Hall, UEW.
- 28th September, 2022: Creative Destruction: The Future of Today's Entrepreneur Firm
- 5th October, 2022: School of Business Monthly Seminar Series, School of Business seminar room
- 7th March, 2023: Grant sourcing and proposal writing, organised by SoB in collaboration with the DRID, UEW, SoB seminar room.
- 20th March, 2024: SoB Monthly Seminar Series, SoB seminar room
- 3rd April, 2024: managing stress and work balance as a university staff, SoB seminar room.
- 26th February, 2025: Building a strong promotion dossier: UEW promotion criteria and guidelines. SoB seminar room.
- 11th April, 2025: UEW Public Lecture, Empowering minds, Shaping futures for 21st century education, Josphus Anamoah Mensah Conference Centre, participant
- Monday 28th April, 2025: GTEC Assessors Certification Training at Accra College of Education, Accra.
- June 19th and 20th, 2025: Workshop on the Implementation of the New Senior High School Curriculum: WAEC and GES Collaboration, online. ZOOM Access Link: <https://bit.ly/WAEC-Monitor-Day2-3>
- 4th to Thursday 6th June 2024: Workshop Orientation for Independent National FOI Evaluation Team on Fidelity of Implementation (FoI) of the Year One SHS/SHTS/STEM Curriculum in 33 Trial Schools, Oak Plaza Hotel, East Airport.
- 23rd August 2025: 4th School of Business Graduate Student seminar. Theme: pathways to economic stability: a multidisciplinary dialogue on Ghana's economic resilience. North assembly hall.
- 27th August 2025: SoB monthly seminar series. Theme: transforming risk into advantage: leveraging transformational supply chain leadership to enhance resilience to supply disruption. SoB seminar room.
- 5th November 2025: workshop on world teacher's day 2025 celebration, Jophus Anamoah Mensah conference centre.
- 11th February 2026: Workshop for deans and heads of department, organised by HRM directorate at the North Assembly Hall.

- 17th February 2026: seminar on research capacity building, grantmanship and innovation commercialization, organized by DRID, UEW at the North Assembly Hall.
- 19th February 2026: SoB Seminar Series. Theme: pitching research through proper academic writing via zoom. Speaker (Prof. Haruna Maama, Durban University of Technology-South Africa)
- 4th March 2026 : ECOWAS @50 Seminar in collaboration with the SoB held at the North Assembly Hall.
- 11th March 2026 SoB Seminar Series. Theme: unpacking the realities in Financial planning for academics and students via zoom. Speaker (Prof Prince Kwasi Sarpong, University of the free state, SA)
- 10th March, 2026: Workshop organised by School of Graduate Studies, UEW on effective implementation of GS policies at the North Assembly Hall.

MEMBERSHIP OF PROFESSIONAL / LEARNED BODIES

Associate – Member: Chartered Institute of Marketing (CIM), UK

Associate – Member: Chartered Institute of Marketing (CIM), Ghana.

Member: Institute of Monitoring and Evaluation Practitioners Ghana (IMEP)

AWARD & SCHOLARSHIP

1994/1995: Best student - Education Trust Fund- MTC (full scholarship to attend Mfantshipim Secondary School)

ACADEMIC PROJECTS

January 2023: PhD thesis: A Multi-Dimensional Strategic Relationship Marketing Model For Tertiary Education In Ghana. ((LIUTEBM University, Lusaka, Republic of Zambia.)

July 2014: Master's thesis: Relationship marketing, customer loyalty, and competitive advantage in the Ghanaian banking industry. (University of Ghana Business School, Legon)

October 2010: Bachelor's dissertation: Service quality in the Ghanaian banking industry. (University of Cape Coast)

September 2002: HND's dissertation: Consumer attitude towards made-in-Ghana products

INTERNATIONAL CONFERENCES ATTENDED

29th -30th April, 2025: 10th international conference on business management and entrepreneurial development (ICBMED), University of Professional Studies. Accra.

April 19th 2019: 5th international conference on business management and entrepreneurial development (ICBMED), University of Professional Studies. Accra.

April 20th 2020: 6th international conference on business management and entrepreneurial development (ICBMED), University of Professional Studies. Accra.

October 2nd 2020: World summit on management sciences, SciTech Central Inc., USA. (Virtual)

April 5th -7th: Speaker on the rationale for STS, Joint STS Seminar for level 100, 200, and 300 students of the departments of Basic and Early Childhood Education, UEW, at Joseph Ebow Bannerman Lecture Hall.

INTERNATIONAL CONFERENCE PRESENTATIONS

29th -30th April, 2025: 10th international conference on business management and entrepreneurial development (ICBMED), University of Professional Studies. Accra.

- ***Affran, S. (2025) Customer-focus strategies and sustainable business performance: The moderating effect of smart services from the Ghanaian SMEs***
- ***Ebenezer Arthur Duncan, Samuel Affran and Benedicta Quao (2025) Political obsession and political engagement in Ghana: Analysing reasoned action***
- ***Benedicta Quao, Samuel Affran and Ebenezer Arthur Duncan (2025) Banking on brand nostalgia: Investigating the servicescape-lovemarks nexus in retail banking***

23rd-24th October 2025: 2nd International Conference on Environment, Social, Governance, and Sustainable Development of Africa (ICESDA), GIMPA Executive Conference Center, Accra, Ghana.

- *Building bridges to a sustainable industry in emerging economies: the role of CEO trust and organizational commitment to global partnerships in advancing SDG 9* by **Duncan, E.A., Affran, S., and Agyapong, K**

REFEREED JOURNAL PUBLICATIONS

Dza, M., Kyeremeh, E., & **Affran, S.** (2018) Corruption in Public Procurement in Ghana: Is it a societal norm of deviant behaviour, *Business Research* Vol. 6, No. 2

Affran, S. & Dza .M & Oduro, R (2019) Relationship Marketing: a strategic tool for a sustainable competitive advantage *GIS Business* Vol.14, No. 3

Affran, S. & Dza .M & Buckman. J (2019) Empirical conceptualization of customer loyalty on relationship marketing and sustained competitive advantage, *Journal of Research in Marketing* Vol.10, No. 2

Affran, S (2019) Scholastic Assessment of Insurance productiveness from the marketing perspective *European Journal of Business and Management Research*, ISSN 2507-1076

Affran, S & Asare K, R. (2019) Emergence of new distribution strategies: a call for a paradigm shift *European Journal of Business and Management Research*, ISSN 2507-1076

Dza, M., Kyeremeh, E., & **Affran, S.** (2020) Branding Public Universities in Ghana: A Supply Chain Perspective *European Journal of Business and Management Research* Vol. 5, No. 2

Affran, S (2020) Electronic banking: an object of fallacy or system of functionality *European Journal of Business and Management Research*, ISSN 2507-1076

Affran, S& E. N. Gyamfi & S. Odonkor (2021) The “Custrac Model”: Its Generic Practicality with a Twist in the Ghanaian Education International Journal of Marketing Studies; Vol. 13, No. 4; 2021 ISSN 1918-719X E-ISSN 1918-7203

Affran, S., & Odonkor, S. (2021). The “custen model:” How experiential it is from the Ghanaian higher education spectrum. *African Journal of Business Management*, 15(12), 318-325.

Affran, S., & Gyamfi1&3, E. N. (2022). Strategic Relationship Marketing Stratagems: An Impeccable Constituent for Sustainable Retention. *International Journal of Business and Management*, 17(5).

Affran, S., Oppong, E. D. O., & Kolug, J. Y. (2024). Examining the moderating role of technological resources on marketing innovation and family business sustainability. *IIMBG Journal of Sustainable Business and Innovation*.

Affran, S., Owusu, S. O., & Boampong, S. A. Y. (2025). Customer relationship management and bank profitability: The roles of top management satisfaction and employee attitude. *International Journal of Social Sciences and Management Review (IJSSMR)*, 8(3), 242–267. White Wing Publication.

Duncan, E. A., Affran, S., & Quao, B. (2025). Moderating role of material inducements on the relationship between psychological factors and the vote in Ghana. *International Review on Public and Nonprofit Marketing*, 1-23.

Affran, S., Duncan, E. A., & Quao, B. (2025). From passion to purchase: unpacking the mediating effects of practical need and convenience in the context of local rice consumption. *SN Business & Economics*, 5(9), 117.

Affran, S. (2025). Rebranded Academic Programme and Enrollment Intentions: An Analysis of Student Satisfaction and Positive Word-of-Mouth in Ghanaian Universities. *International Journal of Research and Innovation in Social Science*, 9(5), 4996-5010.

Affran, S., Kankam, G., & Owusu, S. O. (2025). Service Innovation and Customer Retention: The Indirect Effect of Employee Productivity. Insights from Ghanaian Restaurants.

Affran, S., Quao, B., & Duncan, E. A. (2025). Sustainability-driven governance through green political marketing in developing countries. *Discover Environment*, 3(1), 198.

Affran, S., Agyapong, K., & Duncan, E. A. (2025). The Role of CEO Trust and Organizational Commitment in Advancing Sustainable Development Goal 9: Evidence From SMEs in Ghana. *Sustainable Development*.

Affran, S., Mensah, M.S.B., Agyei, S.K. et al. Implementation of digital health innovations in Ghana: a systematic review. *Discov Soc Sci Health* (2026). <https://doi.org/10.1007/s44155-026-00394-7>

Affran, S.,(2026) Customer-centric service design and sustainability in Green retail banking: A service-dominant logic perspective from an emerging economy.

Duncan, E. A., Affran, S., & Agyapong K.(2026). Building bridges to sustainable industry in emerging economies. The role of CEO trust and organizational commitment to global partnerships in advancing SDG9, *Future Business Journal*.(Accepted and in print)

Duncan, E. A., Affran, S.(2026) Beyond the privacy paradox: reimagining data-driven marketing in Ghana's digital frontier. *Journal of Electronic Business & Digital Economics*.(Accepted and in print)

Affran, S.(2026) Digital Visual Tools as Drivers of sustainable competitive Advantage: Investigating institutional policy, *Discover Education* .(Accepted and in print)

2020/2021 PROJECTS SUPERVISION- MBA GRADUATE

- Advertising vehicle: its impact on consumer brand preference
- Accounting software: its application in public universities in Ghana
- Assessing the impact of computerized accounting systems on rural banking
- Green procurement: a paradigm shift in procurement practices
- Social media advertising and its effect on consumer purchase intention

2020/2021 PROJECTS SUPERVISION- UNDERGRADUATE

- The impact of innovative marketing strategy on small-scale businesses in Ghana

- The role of public relations in enhancing customer satisfaction
- Negotiation as a cost reduction tool in material purchases
- Assessing the challenges of revenue mobilization in district assemblies
- The role of cannibalization on market share retention
- The impact of online advertising on a brand's performance
- The impact of compensation and reward on organizational performance in Ghana.
- Analysis of the procurement process and its impact on the performance of the public sector of Ghana
- What accounted for service failure: a reflection from the Ghanaian banking industry?
- Effects of cooperate social responsibility on consumer perception and brand loyalty
- The evaluation of procurement practices on effective health care delivery.
- The impact of advertising on consumer purchase decision

2021/2022 PROJECTS SUPERVISION- UNDERGRADUATE

- The role of supplier relationship on procurement management.
- Assessment of environmentally sustainable compliance in public procurements of works in Ghana
- Strategies to reduce supply chain disruption in Ghana
- Drivers of E-learning satisfaction in modern tertiary education among students
- How the change in consumer behaviour and trends have influenced businesses to adopt digital marketing strategies.
- Digital Marketing: A strategic tool for suitable competitive advantage
- Factors influencing the effectiveness of inventory control on pharmaceutical supplies (A case study of Ernest Chemist)
- Impact of brand image on the purchasing behaviour of students amidst covid -19 (A study of school of business UEW)
- Constraints of female entrepreneurs in a small-scale bakery enterprise in Ekumfi District
- The effect of test marketing on product innovation
- Warehouse management: Its effect on the physical distribution of products

- Inventory management strategies in the health sector (A study in the cape coast medical stores)
- Product innovation: Its impact on brand performance
- The effect of material handling on the profitability of an organization: A case study of National express Ghana.
- The impact of covid-19 on consumer purchasing behaviour
- E-Procurement: Its effects on current procurement challenges and performance
- An assessment of the effect of adopting electronic procurement in the public sector of Ghana
- Celebrity endorsement: Its impact on made-in-Ghana products
- A study of the impact of search engine optimization on internet marketing strategy
- Assessing the digital transformation paths in small and medium-sized enterprises' business models during the covid-19 pandemic
- Electronic Procurement and its challenges in the public sector

2022/2023 PROJECTS SUPERVISION- UNDERGRADUATE

- Brand preference, brand loyalty, and brand value building in social commerce: a study of Samsung Ghana
- The role of marketing ethics in business organizational productivity (a case on metro mass transit limited, Kumasi)
- Marketing Penetration Strategies: Its influence on public universities
- Consumers attitudes towards made-in-Ghana products (a case of Kantanka cars).
- The effects of occupational stress on employee performance A case study of banking sectors in Suhum municipality
- Assessing the effects of celebrity endorsement on consumer buying behaviour. A case study of soft care pad.
- The effect of mobile money fraud on customer usage in Effutu Municipal
- Effect of cost accounting techniques on performance of small and medium enterprises in north Tongu

- The impact of innovative marketing strategy on the performance of small and medium enterprises in Ghana. (a case study of wholesalers and retailers in the Effutu municipality)

2023/2024 PROJECTS SUPERVISION- (MPhil) GRADUATE

- Marketing Innovation and Family Business Sustainability: The Moderating Role of Technological Resources
- Entrepreneurial Innovation and Customer Retention: The Role of Employee Engagement
- Entrepreneurial AI and Entrepreneurial growth in the developing country: evidence from Ghana

2023/2024 PROJECTS SUPERVISION- (MBA) GRADUATE

- Customer relationship management and bank profitability: the moderating role of employee attitude
- The influence of social media on sales and growth of businesses

2023/2024 PROJECTS SUPERVISION- UNDERGRADUATE

- The impact of digital marketing strategies on entrepreneurial success
- Digital marketing as a tool for sustainable competitive advantage
- Digital marketing intelligence and its impact on customer service
- The role of branding in the success of a start-up business
- Attitude of students towards online shopping
- Artificial intelligence, customer engagement and satisfaction
- Market segmentation it's effect on market share
- Strategies for building strong brand personality, entrepreneurial perspective
- Digital marketing strategies for sustainable competitive advantage in pharmaceutical industries
- Exploring the role of augmented reality in reshaping consumer experience and it's impact on marketing strategies

RESEARCH INTEREST

Sustainability Marketing
Relationship marketing
Entrepreneurship and Innovation
Strategic relationship marketing
Marketing strategy
Services Marketing and Management
Service Design and Delivery
Service Quality and Experience
Customer Engagement

MEMBERSHIP OF BOARD

2018-2022: Member, School of Business Board, University of Education, Winneba
2023 to date: Member, School of Business Examination Board, University of Education, Winneba

COMMITTEE/COMMUNITY SERVICE

2018/19: A leading member of the strategic team that researched and changed the department's name to marketing and entrepreneurship.

2018/19: Organize educational trips for the students to enhance their practical know-how.

2018: a member of the departmental curriculum review team, Department of Marketing, PSCM, UEW.

2019 to Date: a member of the departmental interview committee

2021: a member of the strategic planning board of ITECPD, UEW, Winneba.

2020: a member of examination review committee ITECPD

2020-2021: a member of the academic board, ITECPD, UEW.

2021: Member of the strategic planning board of the department of marketing, procurement, and supply chain management.

2018: a member of departmental MBA curriculum development team, department of marketing, PSCM, UEW

2019-2021: An academic counselor for the department of marketing and entrepreneurship

2018: a member of the departmental strategic planning team, department of marketing, PSCM, UEW

2020: a member of the team that developed the M.Phil. programme in entrepreneurship and innovation management,

2020: Represented the Director of ITECPD, UEW at St. Louis College in the capacity of a council member in a congregation held in November 2020.

2020: Acting GESI coordinator ITECPD, UEW

2020: Coordinator, early grade unit ITECPD, UEW.

2021: New mentors training workshop organized by ITECPD, UEW, 8th – 13th February 2021 Windy Lodge Hotel.

2021: represented director of ITECPD, UEW at Komenda Training College in the capacity of director during the founders' day celebration held on the 11th March 2021

2021: a member of the departmental external assessment team in charge of moderation and review.

2021: a member of UEW, GESI committee.

2021: Chief Examiner, in an examination held at SDA college of education, Asokore, Koforidua for (the 2020/2021) academic year organized by the institute for teacher education and continuing professional development (ITECPD)

2022: Monitoring Officer for 1st-year first-semester examination held at Sefwi Wiawso college of education, (April 11-15,2022) organized by the institute for teacher education and continuing professional development (ITECPD)

2022: Monitoring Officer for 3rd-year first-semester examination held at St. Louis college of education, Kumasi (23rd May 2022- 27th May)for the 2021/2022 academic year organized by the institute for teacher education and continuing professional development (itecpd)

2022: Monitoring Officer for 2nd-year first-semester examination held at Komenda college of education, Komenda (6th June 2022- 10th June)for the 2021/2022 academic year organized by the institute for teacher education and continuing professional development (itecpd)

2023: School of Business, UEW, Winneba, Saving and Loans Committee member.

2023: School of Business, UEW, Winneba, member of Examination Committee

2023: School of Business, UEW, Winneba, member of DBA project committee

2023: Member of departmental warding committee UEW, Dept. of Marketing and Entrepreneurship

2024: Chairman, strategic branding committee of the School of Business, Winneba.

2024: Member: committee for departmental innovation hub, School of Business, Winneba

2024-2025: Graduate Coordinator, Department of Marketing and Entrepreneurship, School of Business, Winneba

2025: Chairman, Departmental Appointment and Promotional Committee, Department of Marketing and Entrepreneurship, School of Business, Winneba.

2025: Member, Departmental Quality Assurance Committee, Department of Marketing and Entrepreneurship, School of Business, Winneba.

2025: Member, Departmental Graduate Committee, Department of Marketing and Entrepreneurship, School of Business, Winneba.

2025: Member, Departmental Appointment and Promotional Committee, Department of Marketing and Entrepreneurship, School of Business, Winneba.

2025: Member, School of Business Management Committee UEW, School of Business, Winneba.

2025-2027: Head, Department of Marketing and Entrepreneurship, University of Education, Winneba

COLLABORATION WITH DEPARTMENT/ UNIT/INDUSTRY

2021: A member of the research team that offered consultancy services to Ultimate Concrete Products, Accra.

2021: A member of the team that developed a training manual for the Credit Union Association of Ghana.

2024: Member of the committee that developed the MBA manual book for CODEL.

2024: Member of the committee that developed SoB innovation and incubation Hub

2026: Member of the committee that developed the PhD programme for the faculty-Entrepreneurship Option.

27th February 2026: Appointed the Chairman of Dean Scholarship Scheme Committee, SoB.

2026: Member of the Abbeam's Committee which conducted the assessment for their affiliation with the University

2026: Member of the Faculty's Strategic implementation team responsible for the university strategic plan.

NATIONAL ASSIGNMENT/ PROJECT

10th – 14th June 2024 Member, of the eleven-member national team; Prof Ebenezer Owusu -Sekyere (Team lead)

Harriet Naki Amui

John Engelbert Seddoh

Kingsley Kofi Boachie

Michael Yaw Acheampong

Owusu Afriyie

Peter Tindukin Birteeb

Rev.Dr Samuel Affran

Mohammed Bashiru

Terry Ansah

Theophilus Aquinas Ossei-Anto

Dr Isaac Eshun

constituted by NaCCA, which went for Fol implementation evaluation at Koase SHTS at Koase in the BONO region.

17th – 21st June 2024 Member, of the six-member national team; (Prof Ebenezer Owusu - Sekyere; Team Lead

Harriet Naki Amui

John Engelbert Seddoh

Peter Tindukin Birteeb

Rev. Dr Samuel Affran

Suleman Mujeeb)

constituted by NaCCA which went for Fol implementation evaluation at Bosomtwe STEM SHS at Bosomtwe in the Ashanti region.

24th – 28st June 2024 Member, of the three-member national team; (Prof Ebenezer Owusu -Sekyere: Team Lead

John Engelbert Seddoh

Rev. Dr Samuel Affran

constituted by NaCCA that went for Fol implementation evaluation at EP Agric Tatale at Tatale in the Ashanti region.

1st – 5st July 2024 Member of the five-member national team; (Dr. Maxwell Nyatsikor: Team Lead

Linda Dari

Habiba Abu

John Engelbert Seddoh

Rev. Dr Samuel Affran

constituted by NaCCA that went for Fol implementation evaluation at Gambaga Girls SHS

10th February 2025, A member of a national team (Professor Emma Eshun and Rev. Dr. Samuel Affran) constituted by the West African Examinations Council (WAEC), in collaboration with GES and NaCCA, aims at conducting a monitoring exercise to assess the implementation of internal assessment practices and the transcript system in Senior High Schools held at Odoben SHS.

11th February 2025, A member of a national team (Professor Emma Eshun and Rev. Dr. Samuel Affran) constituted by the West African Examinations Council (WAEC), in collaboration with GES and NaCCA, aims at conducting a monitoring exercise to assess the implementation of internal assessment practices and the transcript system in Senior High Schools held at Brakwa SHTS

23rd July 2025, A member of a national team (Professor Emma Eshun and Rev. Dr. Samuel Affran) constituted by the West African Examinations Council (WAEC), in collaboration with GES and NaCCA, aims at conducting a monitoring exercise to assess the implementation of internal assessment practices and the transcript system in Senior High Schools held at Gomoa SHTS

26th July 2025, , A member of a national team (Professor Emma Eshun and Rev. Dr. Samuel Affran) constituted by the West African Examinations Council (WAEC), in collaboration with GES and NaCCA, aims at conducting a monitoring exercise to assess the implementation of internal assessment practices and the transcript system in Senior High Schools held at Mozano SHS

30th July 2025, A member of a national team (Professor Emma Eshun and Rev. Dr. Samuel Affran) constituted by the West African Examinations Council (WAEC), in collaboration with GES and NaCCA, aims at conducting a monitoring exercise to assess the implementation of internal assessment practices and the transcript system in Senior High Schools held at the College of Music, Mozano.

GRANT WINNING

Won UNESCO grant (10,000 dollars) for the implementation of the UNESCO Media and Information Literacy (MIL) Curriculum at the University of Education, Winneba (UEW).

Group Members (Team Lead)

Prof. Emma Sarah ESHUN

Prof. Gifty APPIAH-ADJEI

Prof. Esther Yeboah DANSO-WIREDU

Dr. Samuel Affran

Dr. Latipher

Won UNESCO grant (8,000 dollars) for the Ghanaian historic forts and castles project

Group Members

Prof. Alexander Kyei EDWARDS (Team Lead)

Dr. Gideon AMPOFO

Dr. Isaac ABOAGYE

Dr. Samuel AFFRAN

Dr. Latipher

Mr. Raymond Bentum BOISON

INTERNATIONAL JOURNAL REVIEWER

Reviewer for IIMBG Journal of Sustainable Business and Innovation (Emerald)

2024 : Reviewed Manuscript ID IJSBI-10-2023-0051.R1 Technological Capability, Market Sensing Capability, and Participation of SMEs in Public Procurement: Does Financial Capability Moderate the Relationships?

Reviewer for Marketing Intelligence and Planning (Emerald)

2025: Reviewed Manuscript ID MIP-07-2024-0498 *Understanding Brand Loyalty: The Impact of Brand Image, Customer Trust, and Engagement on Purchase Behaviour*

OTHER SERVICES

External assessor: review exam questions of private universities affiliated with the school.
Head Pastor: Victory Bible Church International, Cape Coast. Jukwa branch.
Member: executive board Victory Bible Church International Western and Central Province.
Chairman; local executive committee, VBCI, JK. branch
Chairman: finance committee, VBCI, JK branch
Chairman; church workers committee, VBCI, JK, branch
Chairman: men's fellowship directorate, VBCI, JK branch
Member: welfare committee, VBCI, JK branch
Member: vulnerable committee, VBC, JK branch
Chairman: works and development committee, VBCI, JK branch
Member: intercessory directorate, VBCI, JK branch
2019 BASA Chaplaincy, guest speaker, University of Education, Winneba.
Reviewer – African Journal of Business Management - AJBM/11.01.22/9341,

SPECIAL COMPETENCIES AND SKILLS

Case Study applications in teaching

I have the know-how in using a case study in teaching at all levels. This method offers students the opportunity to apply theory in practice.

Proficiencies

Proficient in Microsoft Office applications (Word, Excel, PowerPoint) and SPSS and SMART PLS for research

Personal

Excellent interpersonal, analytical, and presentation skills gained from tutoring and from the pastoral ministry.

Other interest

Studying and applying the Bible, watching football, and an expedition to the animal

kingdom.

Referees are available at the request