

Conference Presentations and Proceedings

1. Jung, M-L. Hultman, M. **Opoku, R.A.** and Saheli-Sangari, E. (2007), *Internet Usage in Supply Chain Management and its impact on Overall Efficiency: A Swedish SME Perspective*, **2007 Academy of Marketing Science Annual Conference**, Coral Gables, Florida from May 23-27, 2007
2. Hinson, R. Owusu, R. **Opoku, R. A.** and Abekah, N.G. (2007), *The Internet for marketing in Ghana's banking sector*, **8th Annual International Conference of International Academy of African Business and Development** held at London Metropolitan University, UK from 29th May to 2nd June, 2007
3. **Opoku, R. A.** and Hultman, M. (2007) *Towards a Framework of Web Performance Evaluation: A Literature Review and Measurement Classification*, In C. DeMoranville (Ed.), *Marketing and Practice in an Inter-functional World* (Proceedings on **13th Academy of Marketing Science World Marketing Congress** held in Verona, Italy from July 11-14, 2007, Full Text, pp.71-76
4. **Opoku, R. A.** (2007), *Shifting from Collection to Access: The role of e-procurement in Library Acquisitions*, **2007 Spring Conference of Marketing Management Association**, Chicago, IL, USA from March 28-30, 2007
5. Hultman M., Jung M-L., **Opoku, R. A.** and Saheli-Sangari, E. (2007), *Justifying Your Price Online: an investigation of some academic associations' online communication of membership benefits*, In C. DeMoranville (Ed.), *Marketing and Practice in an Inter-functional World* (Proceedings on **13th Academy of Marketing Science World Marketing Congress** held in Verona, Italy from July 11-14, 2007, Full Text, pp. 123-127
6. Boadi, R.A, Shaik, A.G., Hinson, R.E. and **Opoku, R.A.** (2007), *Mobile Commerce in Ghana: Case studies of farmers and fishermen*, **8th Annual International Conference of International Academy of African Business and Development** held at London Metropolitan University, UK from 29th May to 2nd June
7. **Opoku, R. A.** (2006), *Mapping Destination Personality in Cyberspace: An Evaluation of Country Websites using Correspondence Analysis*. A competitive paper accepted for presentation at **CIRM 2006 at Manchester Metropolitan University**, UK from 6th to 7th September 2006
8. Berglund, A., Nath A., Karlsson, T., **Opoku, R. A.**, Wang, J., & Quang, B.T. (2006), *E-readiness of University Divisions in Online Education*, **Netlearning 2006**, Ronneby, Sweden, 8-10 May, Full text Online
9. Hultman, M. and **Opoku, R. A.** (2005), *Communication of brand Personalities through African Tourism Websites*, A competitive paper presented at The **5th American Marketing Association/ Academy of Marketing Joint Biennial Conference**, Dublin Institute of Technology, Ireland, from 5-7 July, 2005, pp. 28 (Abstract and CD-ROM)

10. **Opoku, R. A. (2005)**, *Gathering customer feedback Online: An Approach to Improve SMEs Service Performance*, 5th Annual Conference, **International Academy of E-Business**, San Francisco, California, USA, March 24-27

11. **Opoku, R. A. (2005)**, *Customer Feedback Online: An approach to Improve SMEs' Service Performance*, **10th Annual Research Symposium, Academy of Marketing's Special Interest Group on Entrepreneurship and Small Business Marketing**, University of Southampton's School of Management, January 5-7, 2005, Abstract online

Practitioners' Conference Presentations

1. **Opoku, R. A. (2005)**, *Leadership and ICT: A Catalyst for Business Success in Ghana*. A paper presented at the **9th AITEC WEST AFRICA Conference and Workshop**, La Palm Hotel, Accra, Ghana from September 21-23, 2005 (Full text and CR-ROM).