

ROBERT A. OPOKU
RECENT PUBLICATIONS

A. Peer Review Journals

I) Forthcoming Publications in Peer Reviewed/Referred Journals

1. **Opoku, R. A.** *Young Saudi adults and peer group purchase influence: a preliminary investigation, Forthcoming in Young Consumers*

II) Published Papers in Peer Reviewed/Refereed Journals

2. **Opoku, R. A.** and Blay, V. A. (2011), *Employees' perception of market orientation in the banking industry: a case from a developing country*, **Journal of Financial Services Marketing**, 16(2), 139-152
3. **Opoku, R. A.** and Bart-Williams, E. (2010), *Initial Objectives behind US and Swedish Political Parties' Web Presence: Communication Professionals' Perspectives*, **International Journal of Electronic Governance**, 3(3), 296-318
4. **Opoku, R. A.**, and Bart-Williams, E. (2010), *Empirical study on stakeholders serve online by US and Swedish political parties*, **Journal of Information, Communication & Ethics in Society**, 8(3), 249-269
5. **Opoku, R. A.** and Abdul-Muhmin, A. G. (2010), *Housing preferences and attribute importance among low-income consumers in Saudi Arabia*, **Habitat International**, 34(2), 219-227
6. **Opoku, R. A.** (2009), *Mapping Destination Personality in Cyberspace: an evaluation of country web sites' positioning using correspondence analysis*, **Journal of Internet Commerce**, 8(1-2), 70-87
7. **Opoku, R. A.**, Caruana, A., Pitt, L., Berthon, P., Wahlstrom A. and Nel, D. (2009), *Online communication of brand personality: A study of MBA programs of top business schools*, **Journal of General Management**, 35(1), 47-64
8. **Opoku, R. A.** and Akorli, P. A. K. (2009), *The preference gap: Ghanaian consumers' attitudes towards local and imported products*, **African Journal of Business Management**, 8(3), 350-357.
9. **Opoku, R. A.**, Atuobi-Yiadom, N., Chong, S. C. and Abratt, R. (2009), *The impact of internal marketing on the perception of service quality in retail banking: A Ghanaian case*, **Journal of Financial Services Marketing**, 13(4), 317-329
10. **Opoku, R. A.** (2008), *Computer-Aided Content Analysis: An important weapon in a marketing communication researcher's arsenal*, **Australasian Journal of Market & Social Research**, 16 (2), 22-32
11. Papania, L. Campbell, C. **Opoku, R.A.**, Styven, M. and Berthon, J-P. (2008), *Using brand personality to assess whether biotech firms are saying the right things to their network*, **Journal of Commercial Biotechnology**, 14(3), 247-255
12. **Opoku, R. A.**, Hultman, M. and Saheli-Sangari, E. (2008), *Positioning in marketspace: The evaluation of Swedish universities' online brand personalities*, **Journal of Marketing for Higher Education**, 18(1), 124-144
13. Hultman, M., **Opoku, R. A.**, Saheli-Sangari, E., Oghazi, P. and Bui Q.T. (2008), *Private label competition: The perspective of Swedish branded goods manufacturers*, **Management Research News**, 31(2), 125-141
14. **Opoku, R. A.**, Pitt, L.F. and Abratt, R. (2007), *Positioning in cyberspace: Evaluating bestselling authors' online communicated brand personalities using computer-aided content analysis*, **South African Journal of Business Management**, 38 (4), 21-32

15. Berthon, J-P, **Opoku, R. A.** Pitt, L. F., and Nel, D. (2007), *Brand management and strategic performance: Some evidence from South Africa*, **Journal of African Business**, 8 (2), 27-40
16. Boadi, R. A., Boateng, R., Hinson, R., and **Opoku, R. A.** (2007), *Preliminary insights into m-commerce adoption in Ghana*, **Information Development**, 23 (4), 253-265
17. **Opoku, R. A.**, Abratt, R. Bendixen, M. and Pitt, L. (2007), *Communicating brand personality: Are the websites doing the talking for food SMEs?* **Qualitative Market Research: An International Journal**, 10 (4), 362-374
18. Behesti, H. M., Hultman, M; Jung, M-L., **Opoku, R. A.** and Saheli-Sangari, E., (2007), *Electronic supply chain management applications by Swedish SMEs*, **Enterprise Information Systems Journal**, 1(2) (May), 255-268
19. Pitt, L. **Opoku, R. A.**, Hultman, M., Abratt, R. and Spyropoulou, S. (2007), *What I say about myself: Communication of brand personality by African countries*, **Tourism Management**, 28 (3), 835-844.
20. **Opoku, R. A.**, Pitt, L. F. and Abratt, R. (2006), *Communicating brand personality: Are the websites doing the talking for the top South African business schools?* **Journal of Brand Management**, 14 (1-2), September, 20-39
21. **Opoku, R. A.** and Hinson, R. (2006), *Online Brand Personalities: An exploratory analysis of selected African countries*, **Journal of Place Branding and Diplomacy**, 2 (2), April, pp.118-129
22. **Opoku, R. A.** (2006), *Gathering customer feedback and Swedish SMEs*, **Management Research News**, 29 (3), 106-127

II) Under Review

1. **Opoku, R. A.** and Abdul-Muhmin, A. G. *Realizing the dream of owning a home: A study of house purchase financing options for low income Saudis* (Under review at Habitat International).

III) Working Papers

1. **Opoku, R. A.** and Famiyeh, S. *Environmental Consideration in Purchase Decisions of Ghanaian Consumers*
2. **Opoku, R. A.** *Saudi Students' Perceptions of Group Project Experiences in Marketing Classes*
3. **Opoku, R.A.**, Saffu, K, Walker, J.H. *3 G technology adoption: a tri-national study.*
4. **Opoku, R.A.** and Famiyeh, S., *MBA Major Selection Decision among Ghanaian Students*
5. **Opoku, R.A.** *Mobile Phone Usage Behavior among Young Saudi Adults*
6. **Opoku, R.A.** and Famiyeh, S. *Service Quality of Customers in the Ghanaian Banking Industry*

B. Practitioners'/Managerial Journals, Newspapers and Magazines

1. **Opoku, R.A.** *A cursory look at brand strategies in Ghana*, **Marketing Letters** (A Marketing Newsletter of University of Ghana Business School, Ghana), Forthcoming
2. **Opoku, R. A.** (2007), *Leadership and ICT: A Catalyst for Business Success in Africa*, **Journal for Convergence**, 8 (1), 56-59, ISSN: 1606-6162 (The Renowned South African Boardroom Journal)
3. **Opoku, R. A.** (2006), *Building the Ghana Brand*, **Journal for Convergence**, 7 (3), pp. 20-21
4. **Opoku, R.A.** (2004), *The Dynamics of Entrepreneurship to the Ghanaian Economy*, **The Ghanaian Herald**, Issue 7 (May), pp. 11(Lead article at the Business and Finance Column)

C. Conference Presentations and Proceedings

1. **Opoku, R.A** and Abdul-Muhmin, G. A. (2011), *Peer group influence and product purchase decision of young Saudi adult males*, in C. Campbell (Ed.), *The Customer is NOT Always Right? Marketing Orientation in a Dynamic Business World*, **Proceedings of the 15th Biennial World Marketing Congress 2011**, organized by Academy of Marketing Science, USA in Reims, France from July 20-23, 2011, Vol. XV, ISSN: 0889-3071, pp. 772-775
2. **Opoku, R.A.** and Essien, V. A. (2010), *The Importance of Market Orientation in the Banking Industry: The Ghanaian Case*, in E. Y. Kim (Ed.), *Marketing in a Turbulent Environment (Proceedings of 2010 Global Marketing Conference)* organised by Korean Academy of Marketing Science and Society for Marketing Advances and held in Tokyo, Japan, from September 9-12, ISSN: 1976-8699 (Full Abstract CD-Rom), pp. 1098-1102
3. 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*, **Proceedings of 2007 Academy of Marketing Science Annual Conference**, Coral Gables, Florida from May 23-27, 2007, pp.30
4. Hinson, R. Owusu, R. **Opoku, R. A.** and Abekah, N.G. (2007), *The Internet for marketing in Ghana's banking sector*, **Proceedings of 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
5. **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.72-76
6. **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
7. 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

8. Boadi, R.A, Shaik, A.G., Hinson, R.E. and **Opoku, R.A.** (2007), *Mobile Commerce in Ghana: Case studies of Farmers and Fishermen*, Proceedings of **8th Annual International Conference of International Academy of African Business and Development** held at London Metropolitan University, UK from 29th May to 2nd June, pp.182-187

9. **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

10. 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

11. 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)

12. **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

13. **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

D. 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 CD-ROM).