

## PERSONAL DETAILS

OPOKU, Robert Ankomah  
Dept. of Management & Marketing  
College of Industrial Management  
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## ACADEMIC QUALIFICATIONS

### ACADEMIC QUALIFICATIONS AT TERTIARY LEVEL:

1. Doctor of Philosophy (PhD) of e-Commerce in Marketing, Lulea University of Technology, Sweden, Dec. 2006
- **Dissertation for Licentiate Degree (M. Phil.) in Marketing with specialization in e-Commerce**, e-Commerce Research School, Lulea University of Technology, Lulea, Sweden (**Finished before anticipated**), 2005  
**Title of Thesis:** “*Communication of Brand Personality by some Top Business Schools Online*”  
**Lead Supervisor:** Leyland Pitt, PhD, Professor of Marketing, Simon Fraser University, Vancouver, Canada  
**Lead Opponent:** Pierre Berthon, PhD, Clifford F. Youse Chair Professor of Marketing, Bentley University, USA
2. Licentiate Degree of e-Commerce (M.Phil) in Marketing, Lulea University of Technology, Sweden, Oct. 2005
3. Master of Science in Business Administration and Economics with specialization in e-Commerce, Lulea University of Technology, Lulea, Sweden, 2003
4. Bachelor of Commerce (B.Com) Hons, University of Cape Coast, Ghana, August, 1998
5. Diploma in Education (Dip Ed.), University of Cape Coast, Ghana, August, 1998

## PROFESSIONAL QUALIFICATIONS/TITLES/DESIGNATIONS

1. Member (MCIM), Chartered Institute of Marketing, UK
2. Certified Member (CEC™), Institute of Certified e-Commerce Consultants™, USA
3. Associate Member (ACIMG), Chartered Institute of Marketing Ghana
4. Member (MGIM), Ghana Institute of Management

## CURRENT TEACHING POSITIONS

**Assistant Professor of Marketing (Full Time)**, College of Industrial Management (*AACSB Accredited*), Dept. of Management & Marketing, King Fahd University of Petroleum and Minerals, P.O. Box 5074, Dhahran 31261, Saudi Arabia (Sept., 2007- to-date)

## OTHER OCCASIONAL ACADEMIC APPOINTMENTS IN RECENT YEARS

**Full Time Lecturer in Marketing**, MBA/Msc. Programs, GIMPA Business School, Ghana Institute of Management and Public Administration (GIMPA), Greenhill, Achimota, Accra, Ghana (April, 2007- August, 2007)

**Subjects instructed:** Marketing Management (MBA Level) and Principles of Management (Diploma Level)

**Lecturer (Part-Time)**, Executive MBA Programme, University of Ghana Business School, Legon, Ghana (April 2007- June, 2007)

**Subject instructed:** Marketing Research at EMBA level

## SERVICE TO THE ACADEMIC COMMUNITY

I am a firm believer in community participation. I have realized that, in order to contribute more effectively to the academic community, I must be well informed. I therefore welcome the opportunities to contribute in a wide array of academic duties such as seminar presentations, research collaborations and manuscript reviews because it is through those assignments that I can learn more about the current issues in my teaching disciplines, research areas as well as issues affecting higher education. Find below some of the areas I have been contributing to the academic community:

### A) JOURNAL EDITORIAL ADVISORY

- Associate Editor, *African Journal of Economic and Management Studies*, Emerald, UK
- Member of the Editorial Advisory Board: *Online Information Review* (Emerald, Listed in Thomson Reuter's Social Science Citation Index)
- Member of the Editorial Review Board, *Business and Management Quarterly Review* (Universiti Teknologi Malaysia)

### B) REGULAR MANUSCRIPT REVIEWER

- *Journal of African Business* (ISSN:1522-8916, Routledge, USA)
- *Online Information Review* (ISSN: 1468-4527, ISI Listed, Emerald UK)
- *International Journal of Electronic Marketing and Retailing* (ISSN: 1741-1028, Inderscience, UK)
- *African Journal of Economic and Management Studies* (ISSN: 2040-0705, Emerald, UK)

### C) AD-HOC MANUSCRIPT REVIEWER

- *International Journal of Wine Business Research* (ISSN: 1751-1062, Emerald, UK)
- *Journal of Urbanism* (ISSN: 1754-9175, Taylor & Francis, UK)
- *Journal of Internet Commerce* (ISSN: 1533-2861, Routledge, Taylor & Francis Group)
- *Journal of Electronic Commerce Research* (ISSN:1938-9027, California State University, USA)

- *Management Research Review* (ISSN: 0140-9174, Emerald, UK)
- *Internet Research* (ISSN: 1066-2243, ISI Listed, Emerald, UK)
- *African Journal of Business Management* (ISSN: 1993-8233, ISI Listed, Academic Journals, Nigeria)
- *Asian Journal of Marketing (Science Alert)*
- *Asian Journal of Business Research* (ISSN: 1178-8933, Marketing in Asia Group, New Zealand)
- *Business and Management Quarterly Review* (ISSN: 2180-2777, Universiti Teknologi Malaysia)

### C) AD-HOC BOOK REVIEWER

- *Pearson Education International* on Management and Marketing textbooks (Arab World Editions)

## RECENT PUBLICATIONS

### A. Peer Review Journals

#### I) Forthcoming Publications in Peer Reviewed/Referred Journals

1. **Opoku, R. A.** and Blay, V. Employees' Perception of Market Orientation in the Banking Industry: A case from Developing Country, Forthcoming in **Journal of Financial Services Marketing**

#### II) Published Papers in Peer Reviewed/Refereed Journals

2. **Opoku, R. A.** and Bart-Williams, E. Initial *Objectives behind US and Swedish Political Parties' Web Presence: Communication Professionals' Perspectives*, **International Journal of Electronic Governance**, 3(3), 296-318
3. **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
4. **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
5. **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
6. **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
7. **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.
8. **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
9. **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
10. 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
11. **Opoku, R. A.**, Hultman, M. and Salehi-Sangari, E. (2008), *Positioning in marketspace: The evaluation of Swedish universities' online brand personalities*, **Journal of Marketing for Higher Education**, 18(1), 124-144
12. Hultman, M., **Opoku, R. A.**, Salehi-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

13. **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
14. 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
15. 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
16. **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
17. 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
18. 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.
19. **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
20. **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
21. **Opoku, R. A.** (2006), *Gathering customer feedback and Swedish SMEs*, **Management Research News**, 29 (3), 106-127

### III) Under Review

**Opoku, R. A.** *Young Saudi adults and peer group purchase influence: a preliminary investigation*, (Submitted to Young Consumers, Emerald)

### IV) 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.** and Abdul-Muhmin, A. G. *Realizing the dream of owning a home: A study of house purchase financing options for low income Saudis.*
4. **Opoku, R.A.** *Mobile Phone Usage among Young Saudi Adults*

### B. 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*, **2011 AMS World Marketing Congress**, to be organised by Academy of Marketing Science, USA in Reims, France from July 20-23, 2011 (**Accepted for presentation**).
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 29<sup>th</sup> May to 2<sup>nd</sup> 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 29<sup>th</sup> May to 2<sup>nd</sup> 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