

RESEARCH INTERESTS, CONSULTANCY AND THESES SUPERVISION

Teaching Interests

Ideally, I most enjoy teaching *Principles of Marketing, International Marketing, Consumer Behaviour, Internet Marketing, e-Business/e-Commerce Strategy, Marketing Communications and Services marketing* and believe that I perform best before students.

However, I enjoy teaching other areas of marketing such as *Marketing Management, Industrial Marketing, Retail Management, Marketing Strategy and Marketing Research Methods*.

Research Interests

My research interests are very broad and cross the marketing fields. However, I am particularly tingled with and have a strong interest in the marketing and information technology interface. Specifically, my research interests lie in the:

- Application of Internet in marketing
- Online Marketing Communications
- Destination Marketing
- SMEs and technology Adoption
- Online Brand Communications

CONSULTANCY WORKS

- Part of the team that reviewed Ghana Institute of Management & Public Administration(GIMPA) Business School's Strategic Plan, May- July, 2007
- Part of the research project team that assessed the UNDP Global Compact on Multinational Companies in Ghana, January-June 2007
- Headed a team to develop a Marketing Plan for COB-A Industries Limited, the No.1 Producers of Standard Drinking Water in Ghana July-August, 2007

THESES SUPERVISED

Ghana Institute of Management and Public Administration Business School

1. Title: The Preference Gap: Consumer Attitudes Towards Local and Imported Products

Year: 2007

Degree: EMBA

Student Name: Patrick Akorli

Currently: Chief Internal Auditor, Ghana Oil Company Ltd, Accra, Ghana.

Submitted a paper with him to *International Journal of Consumer Studies*

2. Title: The Impact of Marketing Culture on Marketing Effectiveness at Multi Telecom Services

Year: 2007

Degree: EMBA

Student Name: Rex Fafa Dogoe

Currently: CEO, MultiTelecom Services Ltd, Accra, Ghana

3. Title: An Evaluation of the Strategies of the Trust Bank in the Competitive Banking Environment in Ghana

Year: 2008

Degree: MBA

Student Name: Irene Ackuaku

Currently: Head, Finance and Controls, The Trust Bank Ltd, Accra, Ghana