Dr. Alex Yaw Adom

Lecturer · Management Studies
University of Cape Coast

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RESEARCH

Interests	Management · Organizational Behavior and Leadership
Areas	Economics and Econometrics · Management of Technology and Innovation · Accounting · General Economics, Econometrics and Finance · Information Systems · Business and International Management

RESEARCH SUMMARY

17	92	6	4	0.95	20%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 17 publications listed below, 2015–2024. Field-weighted impact is the mean over the 10 works scored for it; 1.00 is the world average for works of the same field, type and year. 2 of the 10 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Lecturer 2016–present
Management, University of Cape Coast School of Business, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

PhD 2010–2015
Development Studies, University of South Africa, Pretoria, South Africa

Management College of Southern Africa 2010–2013
Durban, South Africa

PUBLICATIONS

Journal articles 14

1. Fanny Adams Quagrainie, Murat Sakir Erogul, **Alex Yaw Adom** (2024). Corporate social responsibility, entrepreneurial motivation and integrative quality of life among Ghanaian small business owners. *International Journal of Entrepreneurship and Small Business*. https://doi.org/10.1504/ijesb.2024.135709
2. **Alex Yaw Adom**, Joan-Ark M Agyapong, ANA Kumi-Korsah (2020). Creating the Difference: Making Shared Experience Meaningful at the Workplace. *Journal of*. https://www.researchgate.net/profile/Alex-Adom/publication/348199110_Creating_the_Difference_Making_Shared_Experience_Meaningful_at_the_Workplace/links/5ff3709845851553a01daa55/Creating-the-Difference-Making-Shared-Experience-Meaningful-at-the-Workplace.pdf
3. **Christina Ayitey and Lydia Boateng Dr. Alex Yaw Adom** (2020). EFFECTS OF NON-MONETARY INCENTIVES ON EMPLOYEE PERFORMANCE: A CASE OF SELECTED ARTICLE INFO BANKS IN SUNYANI MUNICIPALITY. *International Journal of Current Research*. https://scholar.google.com/scholar?cluster=15416885260238186957&hl=en&oi=scholarr
4. **Alex Yaw Adom** (2020). Human resource management practices and employee job satisfaction in Ghana. *International Journal of Scientific and Research Publications*. https://www.academia.edu/download/

76565861/ijsrp-p9952.pdf

5. **Alex Yaw Adom** (2020). SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE AUTOMOBILE INDUSTRY IN GHANA: EVIDENCE OF TOYOTA GHANA COMPANY LIMITED, TEMA BRANCH. *Singaporean Journal of Business Economics and Management*. https://www.singaporeanjbem.arabianjbmr.com/index.php/SJBEM/article/view/482
6. Fanny Adams Quagrainie, Abigail Opoku Mensah, **Alex Yaw Adom** (2019). Articulation of micro entrepreneurial success and well-being among Ghanaian women. *World Review of Entrepreneurship Management and Sustainable Development*. https://doi.org/10.1504/wremsd.2019.104856
7. **Alex Y. Adom**, Lydia Boateng, Robert Gnankob (2019). Critical analysis of the role of innovative capabilities on firm performance: Evidence from the University of Cape Coast administration in Ghana. *Africa's Public Service Delivery and Performance Review*. https://doi.org/10.4102/apsdpr.v7i1.256
8. Keren Naa Abeka Arthur, **Alex Yaw Adom** (2019). Explorative study of entrepreneurship training programmes in Christian institutions in Ghana. *Journal of Enterprising Communities People and Places in the Global Economy*. https://doi.org/10.1108/jec-12-2018-0109
9. **Alex Y. Adom**, Lydia Boateng (2019). The role of foreign aid in promoting livelihoods of rural farmers in Ghana: A study of Nsawam pineapple farmers. *Africa's Public Service Delivery and Performance Review*. https://doi.org/10.4102/apsdpr.v7i1.249
10. Fanny Adams Quagrainie, Abigail Opoku Mensah, **Alex Yaw Adom** (2018). Christian entrepreneurial activities and micro women entrepreneurship development. *Journal of Enterprising Communities People and Places in the Global Economy*. https://doi.org/10.1108/jec-03-2018-0025
11. **Alex Y. Adom** (2018). The role of commission-based pay on employee retention in the Ghanaian banking industry: The case of GCB Bank Limited. *Africa's Public Service Delivery and Performance Review*. https://doi.org/10.4102/apsdpr.v6i1.228
12. **Alex Yaw Adom** (2017). Comparative study of leadership style and competitiveness of SMEs: The case of SMEs in the greater Accra region of Ghana. *Journal of Business and Management Sciences*. https://www.academia.edu/download/56107234/jbms-5-2-6.pdf
13. **Alex Yaw Adom** (2017). Managing service quality in public transport through servqual model: A literature review. *LASU Journal of Transport*. https://www.researchgate.net/profile/Alex-Adom/publication/339788491_Managing_Service_Quality_in_Public_Transport_through_Servqual_Model_A_Literature_Review/links/5e661cbd299bf1744f6ba75a/Managing-Service-Quality-in-Public-Transport-through-Servqual-Model-A-Literature-Review.pdf#page=85
14. **Alex Yaw Adom**, Benjamin Edem Zogbator (2015). An overview of political and economic development in Ghana from 1957-2008. *Journal of Emerging Trends in Educational Research and Policy Studies*.

Conference papers 2

1. Mensah, Abigail Opoku, Fobih, Nick, **Adom, Alex Yaw** (2017). Entrepreneurship Development and New Business Challenges and Prospects for Ghanaian Entrepreneurs'. *Publication Server of Bonn-Rhein-Sieg University of Applied Sciences (Bonn-Rhein-Sieg University of Applied Sciences)*. https://doi.org/10.18418/978-3-96043-060-5_174
2. Fobih, Nick, **Adom, Alex Yaw** (2017). Entrepreneurship and Private Sector Development in Ghana: The Government's MASLOC & NBSSI Initiatives. *Publication Server of Bonn-Rhein-Sieg University of Applied Sciences (Bonn-Rhein-Sieg University of Applied Sciences)*. https://doi.org/10.18418/978-3-96043-060-5_93

Theses 1

1. **Alex Yaw Adom** (2015). Analysis of the Role of Foreign Donor Aid in Ghana's Economic Development and Povery Alleviation. *PQDT-Global*. https://search.proquest.com/openview/9f68676eea27736474acaf72b9de79ff/1?pq-origsite=gscholar&cbl=2026366&diss=y