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RESEARCH

Interests	Marketing of Services · Marketing in MFIs · Environmental Marketing
Areas	Marketing · Strategy and Management · Organizational Behavior and Human Resource Management · Sociology and Political Science · Information Systems and Management · Business and International Management

RESEARCH SUMMARY

53	856	14	17	3.08	42%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 53 publications listed below, 2010–2026. Field-weighted impact is the mean over the 43 works scored for it; 1.00 is the world average for works of the same field, type and year. 18 of the 43 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

University of Cape Coast
MARKETING AND SUPPLY CHAIN MANAGEMENT, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

University of Cape Coast
Cape Coast, Ghana

PUBLICATIONS

Journal articles 44

1. Priscilla Boafowaa Oppong, Daniel Ofori, Phanuel Wunu, Edmond Yeboah Nyamah, Evelyn Yeboah Nyamah, Justice K. G. A. Boateng, **Gloria K.Q. Agyapong** (2026). A multidimensional procurement literacy instrument: Development and validation among undergraduate procurement students in Ghana. *PLoS ONE*. https://doi.org/10.1371/journal.pone.0341565
2. Daniel Ofori, **Gloria Agyapong**, Gregory Kaku, Osman Issah Fuseini (2026). Collaborative practices and market access performance: evidence from small- and medium-sized enterprises. *Business Process Management Journal*. https://doi.org/10.1108/bpmj-11-2025-1865
3. Osman Light, Daniel Agyapong, Edmond Yeboah Nyamah, **Gloria K. Q. Agyapong** (2026). Monitoring, Organisational Culture and Growth of Technology Start-Ups in Developing Economies. *Journal of the Knowledge Economy*. https://doi.org/10.1007/s13132-026-03129-w
4. Osman Light, Daniel Agyapong, Edmond Yeboah Nyamah, **Gloria K.Q. Agyapong**, Evelyn Lamisi Asuah (2026). Project evaluation practices, learning and collaborative organisation culture and firm growth of technology start-ups: evidence from developing economies. *International Journal of Technology Policy and Management*. https://doi.org/10.1504/ijtpm.2026.152567
5. Lawrence Kusi, Daniel Agyapong, Edmond Yeboah Nyamah, **Gloria Kakrabah-Quarshie Agyapong**, Kwamena Minta Nyarku, Prince Kofi Annan Assefuah (2026). Supplier development and sustainability performance of cocoa agribusinesses in Western-North Region Ghana: the role of firm ambidexterity and

operational efficiency. *Journal of Agribusiness in Developing and Emerging Economies*. https://doi.org/10.1108/jadee-09-2024-0281

6. Daniel Ofori, **Gloria K.Q. Agyapong**, Selorm Buertey Buer (2025). Exploring the necessity of TQM practices for enhancing sustainability performance of manufacturing firms. *Journal of Manufacturing Technology Management*. https://doi.org/10.1108/jmtm-01-2025-0008
7. Derrick Nukunu Akude, **Gloria Kakrabah-Quarshie Agyapong**, Prince Yao Amu (2025). Green Political Market Orientation and Environmentally Conscious Voters: The Moderating Role of Political Cynicism. *Global Studies Quarterly*. https://doi.org/10.1093/isagsq/ksaf060
8. Daniel Agyapong, **Gloria K. Q. Agyapong**, Daniel Ofori, Osman Light, Stephanie Efua Frimpong (2025). Implications of circular economy practices for firms in the integrated waste sector. *Frontiers in Sustainability*. https://doi.org/10.3389/frsus.2024.1455335
9. Derrick Nukunu Akude, **Gloria Kakrabah-Quarshie Agyapong**, Gladstone Atuwo, Nana Emmanuel Opoku, Obed Chris Glikpo (2025). The Moderating Role of Seamless User Experience in Omnichannel Marketing and Customer Retention: A Technology Acceptance Model-Based Study in Emerging Markets. *Journal of Information Systems Engineering and Business Intelligence*. https://doi.org/10.20473/jisebi.11.3.364-382
10. Daniel Agyapong, **Gloria Agyapong**, Bernard Agyei-Poku (2024). Implications of Monitoring and Evaluation Systems for SMEs in some Selected Metropolis in Ghana. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v12i.1529
11. Richard Kofi Opoku, **Gloria Kakrabah-Quarshie Agyapong**, Abdulai Alhassan (2024). Nexus between customer relationship management dimensions, customer involvement and customer retention: a mediation analysis in Ghana's hotel industry. *Journal of Hospitality and Tourism Insights*. https://doi.org/10.1108/jhti-04-2024-0279
12. Daniel Agyapong, **Gloria Agyapong**, Stephanie Efua Frimpong (2024). Precursors of circular economy practices. *Cleaner Environmental Systems*. https://doi.org/10.1016/j.cesys.2024.100163
13. Derrick Nukunu Akude, **Gloria Kakrabah-Quarshie Agyapong**, Badar Alam Iqbal (2024). SERVICE QUALITY PERCEPTION AND BEHAVIOURAL PURCHASE INTENTION IN HOTELS: A MEASUREMENT INVARIANCE OF COMPOSITE (MICOM) APPROACH. *International Journal of Professional Business Review*. https://doi.org/10.26668/businessreview/2024.v9i7.4738
14. **Gloria K.Q. Agyapong**, Richard Kofi Opoku, Alfred Asiedu, Stephanie Efua Frimpong (2024). Sustainable procurement practices and sustainable performance: evidence from small and medium-sized manufacturing enterprises in an emerging economy. *International Journal of Procurement Management*. https://doi.org/10.1504/ijpm.2024.137794
15. Eric Gonu, Johnson Okeniyi, **Gloria Kakrabah-Quarshie Agyapong** (2023). Customer relationship management practices and organisational performance of commercial banks in Ghana: a mediation analysis. *Journal of Financial Services Marketing*. https://doi.org/10.1057/s41264-023-00226-8
16. **Gloria KQ Agyapong** (2023). Marketing Strategies and Performance of Second-Hand Spare Parts Dealerships: The Role of Environmental Dynamism. *The Future of Entrepreneurship in Africa: Cross-Sectoral Perspectives Post COVID-19*. https://books.google.com/books?hl=en&lr=&id=6O_IEAAAQBAJ&oi=fnd&pg=PA85&dq=info:J8weEgdtzx8J:scholar.google.com&ots=OuLtvUnLZZ&sig=9tm_jeO3DlzE9ul8hHMf8yeChMM
17. Evelyn Enchill, Edmond Yeboah Nyamah, Evelyn Yeboah Nyamah, **Gloria Agyapong**, Stephanie Efua Frimpong (2023). Sustainable manufacturing practices and sustainable performance: Evidence from Ghana's food manufacturing sector. *Cleaner Logistics and Supply Chain*. https://doi.org/10.1016/j.clscn.2023.100120
18. Daniel Agyapong, Paul Jones, Rosemond Boohene, **Gloria K.Q. Agyapong**, Siaw Frimpong, Francis O. Boachie-Mensah (2022). Analysis of Socio-Demographics of Necessity-driven Entrepreneurs in Selected Cities in Ghana. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v10i.890
19. Stephanie Efua Frimpong, **Gloria Agyapong**, Daniel Agyapong (2022). Financial literacy, access to digital finance and performance of SMEs: Evidence From Central region of Ghana. *Cogent Economics & Finance*.

https://doi.org/10.1080/23322039.2022.2121356

20. **Gloria Kakrabah-Quarshie Agyapong** (2022). Internal Marketing Communications. *Public Sector Marketing Communications Volume I: Public Relations and Brand Communication Perspectives*. https://books.google.com/books?hl=en&lr=&id=hZOSEAAAQBAJ&oi=fnd&pg=PA99&dq=info:EeIjP57nDRIJ:scholar.google.com&ots=PHbxtrltNX&sig=eBw4CT3N6Xn_uIlzDdrVBvPesa4

21. Ebenezer Afum, Yaw Agyabeng-Mensah, Charles Baah, **Gloria K.Q. Agyapong**, Johana Andrea Lascano Armas, Omar Al Farooque (2022). Prioritizing zero-waste performance and green differentiation advantage through the Prism of circular principles adoption: A mediated approach. *Journal of Cleaner Production*. https://doi.org/10.1016/j.jclepro.2022.132182

22. Joshua Ofori-Amanfo, Samuel Wunmalya Akonsi, **Gloria Kakrabah-Quarshie Agyapong** (2022). The impact of organisational capabilities on the performance of small- and medium-sized enterprises (SMEs). *European Business Review*. https://doi.org/10.1108/ebr-06-2021-0139

23. Odiatuo Yaw Dwobeng, **Gloria K.Q. Agyapong**, Kwamina Minta Nyarku (2021). Factors Influencing Consumers' Purchase Intention of Counterfeit 'Kente' Products in the Kwabre East District. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v9i.175

24. Kojo Kakra Twum, Daniel Ofori, **Gloria Kakrabah-Quarshie Agyapong**, Andrews Agya Yalley (2021). Intention to Vaccinate against COVID-19: a Social Marketing perspective using the Theory of Planned Behaviour and Health Belief Model. *Journal of Social Marketing*. https://doi.org/10.1108/jsocm-04-2021-0085

25. C Appiah-Nimo, **GK Agyapong** (2020). Assessing market orientation in the face of a pandemic. *16th Annual International Bata Conference for Ph. D. Students and Young Researchers. DOI*. https://www.researchgate.net/profile/Pham-Phat-Tien/publication/346594656_THE_ROLE_OF_PERFORMANCE_ON_FIRM_VALUE_THE_MODERATION_MODEL_OF_INNOVATION_IN_VIETNAM/links/5fe999e5299bf14088505a0c/THE-ROLE-OF-PERFORMANCE-ON-FIRM-VALUE-THE-MODERATION-MODEL-OF-INNOVATION-IN-VIETNAM.pdf#page=24

26. Odiatuo Yaw Dwobeng, **Gloria K.Q. Agyapong**, Kwamina Minta Nyarku (2020). Factors Influencing Consumers' Purchase Intention of Counterfeit 'Kente' Products in the Kwabre East District. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.2020.01

27. Christina Appiah Nimo, **Gloria K.Q. Agyapong**, Daniel Ofori (2020). Influence of Consumer Buying Orientation and Pro-environmental Values on their Willingness to Patronise Green Hotels. *GATR Journal of Management and Marketing Review*. https://doi.org/10.35609/jmmr.2020.5.4(7)

28. Charles Adusei, Isaac Tweneboah-Koduah, **Gloria K.Q. Agyapong** (2020). Sales-Orientation and Customer-Orientation on Performance of Direct Sales Executives of Fidelity Bank, Ghana. *International Journal of Finance & Banking Studies (2147-4486)*. https://doi.org/10.20525/ijfbs.v9i4.753

29. Kojo Kakra Twum, Andrews Agya Yalley, **Gloria Kakrabah-Quarshie Agyapong**, Daniel Ofori (2020). The influence of Public University library service quality and library Brand image on user loyalty. *International Review on Public and Nonprofit Marketing*. https://doi.org/10.1007/s12208-020-00269-w

30. Eric Oduro, Francis O. Boachie-Mensah, **Gloria K. Q. Agyapong** (2018). Determinants of Customer Satisfaction in the Telecommunication Industry in Ghana: A Study of MTN Ghana Limited. *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v10n3p101

31. R Boohene, **Gloria Agyapong** (2017). Examining activities in the E-waste Sector. *Universities, Entrepreneurship and Devolopment in Africa-Conference Proceedings*. https://www.academia.edu/download/90084896/CP2016_FINAL.pdf#page=50

32. Andrews A. Yalley, **Gloria K. Q. Agyapong** (2017). Measuring service quality in Ghana: a crossvergence cultural perspective. *Journal of Financial Services Marketing*. https://doi.org/10.1057/s41264-017-0021-x

33. **Gloria Kakrabah-Quarshie Agyapong** (2016). Students' perception about quality of distance education at the University of Cape Coast, Ghana. *European Journal of Business and Management*. https://scholar.google.com/scholar?cluster=8549054654562035692&hl=en&oi=scholarr

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35. **Gloria KQ Agyapong** (2015). Sustainability of microfinance in Ghana: A theoretical perspective. *Journal of Empirical Economics*. https://ideas.repec.org/a/rss/jnljee/v4i3p1.html
36. **Gloria KQ Agyapong** (2014). Market Orientation in the Microfinance Industry: Related Literature. *International Journal of Management Sciences*. https://ideas.repec.org/a/rss/jnljms/v4i9p3.html
37. **Gloria K.Q. Agyapong**, Charles Turkson (2014). Media Preferences among Consumers: Empirical Evidence from Ghana. *Developing Country Studies*.
38. Rosemond Boohene, **Gloria K. Q. Agyapong**, Eric Gonu (2013). Factors Influencing the Retention of Customers of Ghana Commercial Bank within the Agona Swedru Municipality. *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v5n4p82
39. Daniel Agyapong, **Gloria K.Q. Agyapong**, Kwabena Nkansah Darfor (2011). Criteria for Assessing Small and Medium Enterprises' Borrowers in Ghana. *International Business Research*. https://doi.org/10.5539/ibr.v4n4p132
40. Regina Appiah-Gyimah, Rosemond A. Boohene, **Gloria K. Q. Agyapong**, Kwame A. Boohene (2011). Customer Satisfaction in the Outdoor Advertising Industry: A Case of Alliance Media Ghana Limited. *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v3n2p82
41. K Nyarku, **Gloria Agyapong** (2011). Rediscovering SWOT analysis: The extended version. *Academic Leadership: The Online Journal (2003-2012)*. https://scholars.fhsu.edu/alj/vol9/iss2/28/
42. Nana Yaa Dufie Okyere, **Gloria K.Q Agyapong**, Kwamena Minta Nyarku (2011). The Effect of Marketing Communications on the Sales Performance of Ghana Telecom (Vodafone, Ghana). *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v3n4p50
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44. Rosemond Boohene, **Gloria K.Q. Agyapong** (2010). Analysis of the Antecedents of Customer Loyalty of Telecommunication Industry in Ghana: The Case of Vodafone (Ghana). *International Business Research*. https://doi.org/10.5539/ibr.v4n1p229

Book chapters 8

1. **Gloria K. Q. Agyapong** (2024). Contemporary Marketing Practices in Africa: Challenges and Success Factors. *Management for professionals*. https://doi.org/10.1007/978-3-031-70384-3_14
2. Peter Ansu-Mensah, Kojo Kakra Twum, **Gloria Kakrabah-Quarshie Agyapong**, Richard Kwame Nimako (2023). CSR and Community Development: A Focus on Firms in the Extractive Sector in Africa. *CSR, sustainability, ethics & governance*. https://doi.org/10.1007/978-3-031-27512-8_5
3. **Gloria K. Q. Agyapong**, Kojo Kakra Twum (2023). Dynamics of Final Year Students' Entrepreneurial Inclination: Does Understanding of Entrepreneurship Matter? https://doi.org/10.1007/978-3-031-37675-7_2
4. Christina Appiah-Nimo, Daniel Ofori, **Gloria K. Q. Agyapong**, Kojo Kakra Twum (2023). Public Service Advertising and Celebrity Endorsement in Ghana. *Palgrave studies of public sector management in Africa*. https://doi.org/10.1007/978-3-031-17863-4_2
5. **Gloria Kakrabah-Quarshie Agyapong**, Daniel Ofori, Christina Appiah-Nimo (2022). Internal Marketing Communications in Ghana's Public Sector: Conceptualisations and Extension. *Palgrave studies of public sector management in Africa*. https://doi.org/10.1007/978-3-031-07293-2_5
6. **Gloria K. Q. Agyapong** (2022). Marketing Communications During a Pandemic: Perspective from a Developing Country. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-95581-6_5
7. **Gloria Kakrabah-Quarshie Agyapong**, Osman Light, Kojo Kakra Twum (2022). Trade Fairs and Exhibitions in the Ghanaian Public Sector: Meaning, Relevance, and Requirements. *Palgrave studies of public sector management in Africa*. https://doi.org/10.1007/978-3-031-07293-2_8

8. Kojo Kakra Twum, **Gloria Kakrabah-Quarshie Agyapong**, Zakaria Sulemana, Martin Kwadwo Amaniampong, Nicholas Asiedu Nyarko (2021). Enhancing Public Sector Quality Performance Using Total Quality Management in Developing Economies. *Palgrave studies of public sector management in Africa*. https://doi.org/10.1007/978-3-030-77181-2_9

Conference papers 1

1. **Gloria Agyapong** (2023). Distribution Channel Strategies and Customer Choice in the Fast-Moving Consumer Goods Industry: A Case Study in the Upper East Region, Ghana. *Bode, Umuerri (Eds.): Universities, Entrepreneurship and Enterprise Development in Africa–Conference Proceedings 2022*. https://d-nb.info/129581269X/34#page=42