Dr Phanuel Wunu

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RESEARCH

Interests	Project Management · Enterprise Development · Finance · Management Consultancy
Areas	Strategy and Management · General Economics, Econometrics and Finance · Information Systems and Management · Management Information Systems · Sociology and Political Science

RESEARCH SUMMARY

9	6	1	0	7.31	50%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 9 publications listed below, 2018–2026. Field-weighted impact is the mean over the 2 works scored for it; 1.00 is the world average for works of the same field, type and year. 1 of the 2 papers scored for it are among the world's most cited tenth for their field, type and year.

PUBLICATIONS

Journal articles 3

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. **Phanuel Wunu** (2024). It's a Match: An exploratory study of success factors for business-to-business partnerships between German and Ghanaian companies. *African Journal of Business & Economic Research*. https://doi.org/10.31920/1750-4562/2024/v19n4a12
3. **Phanuel Wunu** (2022). Key success factors for promoting business to business collaboration. *Universities, Entrepreneurship and Enterprise Development in Africa–Conference Proceedings 2022*. https://pub.h-brs.de/frontdoor/deliver/index/docId/7378/file/UEEDAfrica2022_Proceedings.pdf#page=6

Book chapters 3

1. Simon Züfle, **Phanuel Wunu** (2024). Managing the Supply Chain in Africa: The Role of Innovative Technologies in National and International Logistics. *Management for professionals*. https://doi.org/10.1007/978-3-031-70384-3_20
2. **Phanuel Wunu** (2018). Case Study in Germany: Student Project from Ghana and Kenya: Ghanaian Students' Internship Experience in Germany. *Brautlacht, Agyapong, Owino (Eds.): Handbook of Applied Teaching and Learning*. https://pub.h-brs.de/frontdoor/index/index/docId/4016
3. **Phanuel Wunu** (2018). Case Study in Ghana: Student Project with a Nigerian Company: Student's Internship Experience in Ghana: Marketing Research Project. *Brautlacht, Agyapong, Owino (Eds.): Handbook of Applied Teaching and Learning*. https://pub.h-brs.de/frontdoor/deliver/index/docId/4015/file/09_Case_Study_in_Ghana_Student_Project.pdf

Conference papers 1

1. **Phanuel Wunu** (2023). Key success factors for promoting business to business collaboration between enterprises from Africa and the Global North. *Bode, Umuerri (Eds.): Universities, Entrepreneurship and Enterprise Development in Africa–Conference Proceedings 2022*. https://pub.h-brs.de/frontdoor/index/index/docId/7366

Reports 2

1. **Phanuel Wunu** (2024). Business Success in Africa. *Springer*. https://doi.org/10.1007/978-3-031-70384-3
2. **PHANUEL Wunu** (2022). Free trade agreements and sustainable enterprise development in Ghana. *University of Cape Coast*. https://ir.ucc.edu.gh/server/api/core/bitstreams/fabf8394-9971-4b49-9121-00121d0580b9/content