Adwoa Yeboaa Owusu Yeboah

Assistant Lecturer · Department of Marketing and Supply Chain Management
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RESEARCH

Interests	Corporate social Responsibility · Brand equity · Marketing
Areas	Marketing · Sociology and Political Science · Business and International Management · Organizational Behavior and Human Resource Management · Strategy and Management · Transportation

RESEARCH SUMMARY

8	27	2	1	0.46	0%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 8 publications listed below, 2013–2024. Field-weighted impact is the mean over the 3 works scored for it; 1.00 is the world average for works of the same field, type and year. 0 of the 3 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Assistant Lecturer 2016–present
Marketing and Supply Chain Management, University of Cape Coast, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

MCom Marketing and Msc. Project Managment
Marketing and Supply Chain Management, University of Cape Coast, Cape Coast, Ghana

PhD. Management and Economics 2020–2024
Business Administration, Tomas Bata University in Zlín, Zlín, Czechia

DISTINCTIONS, MEMBERSHIPS AND SERVICE

Chartered Institute of Marketing Ghana
Accra, Ghana

PUBLICATIONS

Journal articles 3

1. Solomon Owusu Yeboah, Mohsin Javed, **Adwoa Yeboaa Owusu Yeboah** (2024). A systematic literature review of tourism dynamics in the post-covid era. *Inproforum* https://doi.org/10.32725/978-80-7694-053-6.15
2. **Adwoa Yeboaa Owusu Yeboah** (2024). Social media marketing, value creation and firm's sustainability performance: a study among young consumers. *Aslib Journal of Information Management*. https://www.emerald.com/ajim/article/76/2/248/1229161
3. **Adwoa Yeboaa Owusu Yeboah**, Abdul Bashiru Jibril, Petr Novak (2022). A strategic framework for developing sustainable value propositions. *Problems and Perspectives in Management*. https://doi.org/10.21511/ppm.20(4).2022.31

Book chapters 1

1. **Adwoa Yeboaa Owusu Yeboah** (2020). Sustainable Entrepreneurship and SME Performance. *In T. Bernat and J. Duda (Eds.). Nauka-Biznes-Gospodarka:Kierunki Wspolpracy*.

Conference papers 3

1. **Adwoa Yeboaa Owusu Yeboah** (2020). Business Models for Sustainability and Small and Medium Enterprises' Sustainability Performance. *Science and Business- Common Challenges*.
2. **Adwoa Yeboaa Owusu Yeboah** (2020). Business models for sustainability and SMEs' sustainability performance: a conceptual framework. *16th International Bata Conference for Ph.D. Students and Young Researchers (DOKBAT)*.
3. **Adwoa Yeboaa Owusu Yeboah**, Michael Adu Kwarteng, Petr Novak (2020). Value Creation Through Social Media Marketing: A Threat to Sustainability Performance? *IFIP advances in information and communication technology*. https://doi.org/10.1007/978-3-030-64861-9_42

Theses 1

1. **ADWOA YEBOAA OWUSU YEBOAH** (2013). Corporate social responsibility and brand equity–the perception of students at the University of Cape Coast. *University of Cape Coast*. https://ir.ucc.edu.gh/server/api/core/bitstreams/b77ef4fd-b41a-49e7-a675-23a312ff4d1f/content