

PUBLICATIONS AND REFEREED CONFERENCE PAPERS

International Scholarly Journal Articles

- **Okoe, A. F., Boateng, H., & Mensah, T. D. (2016).** The effects of job satisfaction, employee commitment, workplace friendship and team culture on service recovery performance. *Management Science Letters Vol. 6, 713-722 (Indexed in Ebsco, DOAJ, and Index copernicus).*
- Boateng, H. Diyawu, A. R., Okoe, A.F. & Anning-Dorson, T. (2016). Assessing the determinants of Internet Banking adoption intentions: A Social Cognitive theory Perspective *Computers in Human Behavior, 65 ,468-478*(Indexed in Scopus and Ranked 3* by ABS and Q1 by SJR)
- Boateng, H., Agyemang, G.F., **Okoe, A.F.** & Mensah, T. D (forthcoming).Examining the relationship between Trustworthiness and Students' Attitudes toward Knowledge sharing, *Library Review, 66(1/2), 16-27 (Indexed in Scopus and Ranked B by ABDC)*
- **Okoe, A. F., & Boateng, H. (2016).** Assessing the CSR information needs of Microfinance institutions' (MFIs) customers. *Journal of Information, Communication and Ethics in Society, 14(3), 272-287. (Index in Scopus and ranked B by ABDC)*
- **Okoe, A. F., & Arkorful, H. (2016).** An Assessment of the Link between Customer Satisfaction and Retention in the Mobile Telecommunications Industry in Ghana: An Undergraduate Students Perspective. *Journal of Management and Information Research, 1(1), 20.*
- **Okoe, A. F., Boateng, H., &Anning-Dorson, T. (2016).** Consumers' preference for foreign products in an emerging market: do family communication patterns play a role? *International Journal of Business and Emerging Markets, 8(2), 210-221. (Index in Scopus and ranked C by ABDC).*
- Boateng, H., **Okoe, A. F., & Omane, A. B. (2016).** Does personal innovativeness moderate the effect of irritation on consumers' attitudes towards mobile advertising?. *Journal of Direct, Data and Digital Marketing Practice, 17(3), 201-210.(Ranked Q3 by SJR)*
- **Okoe, A. F., & Boateng, H. (2016).** Assessing the online CSR communication of an indigenous Ghanaian bank. *Communication Research and Practice, 2(2), 229-243.(Published by the Australian and New Zealand Communication Association and Taylor and Francis).*

- Boateng, H., & **Okoe, A. F.** (2015). Consumers' attitude towards social media advertising and their behavioural response: The moderating role of corporate reputation. *Journal of Research in Interactive Marketing*, 9(4), 299-312. **(Index in Proquest and Scopus and ranked C by ABDC).**
- Okoe, A., & Boateng, H. (2015). Consumer attitudes toward and intentions to accept mobile advertising. *Management Science Letters*, 5(9), 833-842 **(Indexed in Ebsco, DOAJ, and Indexcopernicus).**
- Quansah, F., **Okoe, A.**, & Angenu, B. (2015). Factors Affecting Ghanaian Consumers' Purchasing Decision of Bottled Water. *International Journal of Marketing Studies*, 7(5), 76. **(Indexed in Ebscohost, Worldcat Ulrich's).**
- Angenu, B. B., Quansah, F., & **Okoe, A. F.** (2015). Determinants of Online Banking Adoption among Ghanaian University Students. *Journal of Service Science and Management*, 8(2), 183. **(Indexed in CABI)**
- **Okoe, A. F.**, Amartey, R., & Arkorful, H. (2015). Community Sanitation And Corporate Image In The Hospitality Industry: A Case of Ghana's Top Rated Hotels. *Qrbd*, 343.
- Boateng, H., & **Okoe, A. F.** (2015). Determinants of Consumers' Attitude towards Social Media Advertising. *Journal of Creative Communications*, 10(3), 248-258. **(Index in Scopus and Ebsco and ranked Q3 by SJR).**
- **Okoe, A. F.**, & Boateng, H. (2015). Two-way communication on bank websites in Ghana A data triangulation approach. *Information Development*, 0266666915605556. **(Index in SSCI, Scopus, JCR and ranked Q2 by SJR)**
- **Okoe, A. F.**, Boateng, H., Quansah, F., & Omane, A. B. (2015). Self Esteem, Customer Identification and Willingness to Pay Price Premium: Evidence from Young Consumers Market. *Asian Journal of Marketing*, 9(1), 27. **(Index in ASCI-Database ranked C by ABDC)**
- Osarenkhoe A., Byarugaba J. M., Birungi, K. M., **Okoe. A. F.**, & Bennani, A. (2014). Technology- Based Service Encounter- A study of the Use of E-Mail as a Booking Tools in Hotels. *Journal of Service Science and Management*, 7(1), 419-429.
- Puni, A., Ofei, S. B., & **Okoe, A. F.** (2014). The Effect of Leadership Styles on Firm Performance in Ghana. *International Journal of Marketing Studies*, 6(1).

- **Okoe A. F., Puni, A., & Damnyag, J.B.** (2014). A Gap analysis of Customer and Expectations of Service Quality amongst Mobile Telephony Companies in Ghana. *Journal of Management and Strategy*, 5(3).
- **Okoe, A. & Puni, A.** (2013). An Assessment of the Dialogic Potential of Bank Websites as a Strategic Management Tool in Ghana. *Journal of Business Research*, 7.
- **Okoe, A. F., Osarenkhoe, A., & Hinson, R. E.** (2013). Using the analytical hierarchy process framework to study bank selection criteria of students in Institute of Professional Studies in Ghana. *Journal of Management and Strategy*, 4(3), 27.
- **Hinson, R. E., Osarenkhoe, A., & Okoe, A. F.** (2013). Determinants of Bank Selection: A Study of Undergraduate Students in the University of Ghana. *Journal of Service Science and Management* 6(3) [DOI:10.4236/jssm.2013.63021](https://doi.org/10.4236/jssm.2013.63021)
- **Okoe-Amartey, A.** (2013). Service Quality of Banks in Ghana International. *Journal of Marketing Studies* 5(2).
- **Okoe-Amartey, A.** (2007). An Assessment of Service Quality in Three Banks Operating In Ghana. *Journal of Business Research* 1(1&2).

Conference Papers

- **Okoe, A.F. & Puni, A.** (2016). Distance Culture and Whistle Blowing in Ghana: A Model for the Future. *International Journal of Arts and Sciences*, (7th -11th November, 2016) United Kingdom.
- **Okoe, A.F.** (2016). Received an Emerald Literati Award for his paper “Consumers' attitude towards social media advertising and their behavioral response: the moderating role of corporate reputation published in *Journal of Research in Interactive Marketing*”, Award was presented at the Academy of Management, Anaheim, California.
- **Hinson R.E, Renner A, Boateng H, & Okoe, A F.** (2016). Mining firms and Sustainability Reporting in Ghana, 7th International Conference on Social Sciences (22 – 23 September 2016), Cape Town International Convention Center, South Africa.
- **Okoe Amartey A.** (2016). An Investigation of the Role of Boundary Spanners in Hospitality Branding Customers’ Perspective. Presented at the Annual International Academy of Business Disciplines. Florida.

- **Okoe Amartey, Mensah T., & Angenu B. (2016).**The Effects of Customer Relationship Management on Customer Loyalty in the Hospitality Industry; A Case Study on Four (4) Top Star Hotels In Ghana. Presented at the International Conference on Business Management and Entrepreneurial Development, University of Professional Studies, Accra.
- **Okoe-Amartey, A., Angenu B. & Mensah T., (2015).** Undergraduate Students' Perception of Service Delivery in the Mobile Telecommunication Industry in Ghana. In *Proceedings of International Academic Conferences* (No. 2703997). International Institute of Social and Economic Sciences.
- **Okoe-Amartey, A.** Factors determining customer brand choice of hotels in Ghana Presented at the Annual International Academy of Business Disciplines Conference. Florida. March 2015
- **Okoe-Amartey, A.** Customer purchasing decisions and brand choice in the hospitality industry in Ghana. Presented at the Annual International Academy of Business Disciplines Conference. Florida. March 2015
- **Okoe-Amartey, A.** Undergraduate students' assessment of the link between customer satisfaction and customer retention in the mobile telecom sector in Ghana. Presented at the Annual International Journal of Arts and Science Conference. October 2013. Freiburg, Germany.
- **Okoe-Amartey, A.** Using the Analytical Hierarchy Process Framework to Study Bank Selection Criteria of Students in Institute of Professional Studies in Ghana. *Journal of Management and Strategy, Vol. 4 No. 3 August 2013.*
- **Okoe-Amartey, A.** Determinants of Bank Selection: A Study of Undergraduate Students in the University of Ghana. *Journal of Service Science and Management Vol. 6 No. 2 August 2013*
- **Okoe-Amartey, A. & Benjamin Angenu (2015)** Undergraduate Students' Perception of Service Delivery in the Mobile Telecommunication Industry in Ghana. Presented at the 18th International Academic Conference, London- 2015
- **Okoe-Amartey, A.** Hotel Branding in the Hospitality Industry Presented at the Annual International Academy of Business Disciplines. Florida. 2015

- **Okoe-Amartey, A.** Community Sanitation and Corporate Image in the Hospitality Industry: A case of Ghana's top rated hotels.
Presented at the Annual International Academy of Business Disciplines. San Diego, California. 2014
- **Okoe-Amartey, A.** Online Brand Dispositions of Banks in Ghana
Presented at the 14th Annual IAABD International Conference. GIMPA - GHANA
- **Okoe-Amartey, A.** Service Quality of Banks in Ghana. Presented at the 13th International Academy of Business and Development Conference- Morocco 2012.
- **Okoe-Amartey, A.** Undergraduate Bank Selection Decisions. A case study of University of Ghana.
Presented at the 12th International Academy of African Business and Development Conference - Canada, 2011.
- **Okoe-Amartey, A.** Determinants of Undergraduate Bank Selection Criteria – A study of University of Professional Studies.
Presented at the 12th International Academy of African Business and Development Conference – Canada, 2011.
- **Okoe-Amartey, A.** Online Brand Dispositions of Banks in Ghana: A dialogic perspective.
Presented at the 5th Colloquium of the faculty of Social Science, University of Ghana. 2012.
- **Okoe-Amartey, A.** Diffusion of ORS in Ghana. Presented at an International and Inter-disciplinary workshop on unsatisfactory diffusion of low-tech medical innovations at University of Gavle Sweden, 2012.