

# CURRICULUM VITAE

## PERSONAL DATA

**Surname:** Brew  
**Other name(s):** Yaw  
**Gender:** Male  
**Date of Birth:** 11<sup>th</sup> September, 1980  
**Marital Status:** Married  
**Address(es):** (i) C/o Dept. of Marketing and Entrepreneurship, UEW, Box 25, Winneba.  
C/R. Ghana  
(ii) P. O. Box KF 2814, Koforidua, E/R, Ghana  
**Telephone No(s):** +233 54 555 4297/ +233 26 2184 795  
**Email Address(es):** [ybrew@uew.edu.gh](mailto:ybrew@uew.edu.gh) [ybrew222@gmail.com](mailto:ybrew222@gmail.com) [y.brew@yahoo.com](mailto:y.brew@yahoo.com)  
**Language Spoken and/or written:** English, Fante and Twi

## EDUCATION

Sep. 2013 – June 2016	University of Electronic Science and Technology of China.	PhD (Management Science and Engineering)
August 2009 – May 2011	Methodist University College Ghana	MBA (Marketing)
Jan. 2003 – Dec. 2004	University of Professional Studies Accra (UPSA)	1) Postgraduate Diploma in Marketing [CIM, UK] 2) Advanced Certificate in Marketing [CIM, UK] 3) Certificate in Marketing [CIM, UK]
July, 2021 – Oct. 2022	University of Education, Winneba	Post Graduate Diploma in Teaching and Learning in Higher Education
1996 – 1998	Agona Nsaba Presbyterian Secondary School	SSCE

## CAREER HISTORY

**May, 2021 – Present                      University of Education, Winneba                      Lecturer**

### **Responsibilities:**

- Research;
- Teaching;
- Community Service;
- Supervision of Students' Dissertations;
- Offering of Academic Counselling to Students;
- Examining of Students;
- Invigilation of Examinations;
- Development of Curricula;
- Preparation of Courses Manuals; among others.

**April, 2018 – Febr. 2020                      Koforidua Technical University                      Acting HoD, Marketing Dept.**

### **Responsibilities:**

Manages the entire Department in all areas, including:

- Recommends to Appointments and Promotions Committee of the University persons for appointment as Academic Staff and for the promotion of staff;
- Allocates courses or teaching programmes to lecturers;
- Appoints Supporting Officers within the Department in various disciplines, such as Academic Counselors, Examination Officers, Industrial Liaison Coordinators, Departmental Research Seminar Coordinators, etc.;
- Supervises both Academic and Supporting staff to ensure that they carry out their teaching, research, and community services accordingly;
- Curriculum Development;
- Organises Seminars, Conferences and Workshops to assist Staff Development;
- Organises Teaching and Research in the Marketing Department;
- Maintains proper Standards of teaching;
- Provides for the Registration and Examination of Students within the Department;
- Resolves conflicts among staff of the Department as well as conflicts among Students and between Staff and Students of the Department;

- Submits Proposals for Academic Development of the Departmental Staff to the Academic Board;
- Prepares and Submits Departmental Budget proposals to the Academic Board for Consideration; etc.

**Nov. 2016 – Oct. 2017      Koforidua Technical University      HoD, Short Courses & Training**

**Responsibilities:**

- Identify short courses and training programmes;
- Specify resource persons;
- Coordinate communication activities;
- Specify the minimum number of participants and course duration;
- Facilitate the determination of fees;
- Programme support and organization (venues, certification, etc.,)
- Budgeting, etc.

**Nov. 2011- April, 2021      Koforidua Technical University      Lecturer, Marketing Dept.**

**Responsibilities:**

- Research;
- Teaching;
- Community Service;
- Supervision of Students' Dissertations;
- Offering of Academic Counselling to Students;
- Examining of Students;
- Invigilation of Examinations;
- Development of Curricula;
- Preparation of Courses Manuals; among others.

**2008 – 2011      Koforidua Technical University      Chief Instructor, Marketing Dept.**

**2006 – 2008      Koforidua Technical University      Chief Instructor, Marketing Dept**

**Responsibilities:**

- Performs the duties of a Lecturer at a lower level.

2011- 2023

University of Cape Coast

Senior Tutor, CoDE

**Responsibilities:**

- Teaching;
- Examination;
- Invigilation;
- Marking

2005 – 2006

Kinapharma Company Limited

Regional Manager (Greater Accra)

**Responsibilities:**

- Responsible for all sales and marketing activities and transactions in the territory.
- Overall responsibility to supervise, monitor, control and evaluate all staff of the territory to ensure that they perform their duties as per their job description effectively and efficiently.
- Responsible for developing, implementing, controlling and evaluating functional strategies in line with the corporate objectives to achieve set annual targets.
- Responsible for monitoring and evaluation of all TV and radio adverts and recommendation of necessary changes each month.
- Provision of complete competitor information in terms of their strategies, new products launch, price, programmes conducted and any other activities.
- Organize in-house training programmes for sales reps and weekly sales meetings.
- Organize district and regional chemical sellers programmes, etc.

**PROFESSIONAL DEVELOPMENT**

**Seminar and Workshops**

<b>Date</b>	<b>Participant</b>	<b>Topic</b>	<b>Venue</b>
3 <sup>rd</sup> April, 2024	<b>Participant</b>	Managing stress and work balance as a university staff	School of Business Seminar Room
20 <sup>th</sup> March, 2024	<b>Participant</b>	SoB Monthly Seminar Series	School of Business Seminar Room
7 <sup>th</sup> March, 2023	<b>Participant</b>	Grant sourcing and proposal writing. <i>Organised by SoB in collaboration with Directorate of Research, Innovation and Development</i>	SoB seminar room

28 <sup>th</sup> September, 2022	<b>Participant</b>	Creative Destruction: The Future of Today's Entrepreneur Firm	UEW, Josphus Anamoah Mensah Conference Centre
5 <sup>th</sup> October, 2022	<b>Participant</b>	Monthly Seminar Series (October, 2022)	School of Business Seminar Room
18 <sup>th</sup> May, 2022	<b>Participant</b>	Contemporary Issues in Tax Administration in Ghana	UEW, Josphus Anamoah Mensah Conference Centre
27 <sup>th</sup> July, 2022	<b>Participant</b>	School of Business Monthly Seminar Series (July, 2022)	School of Business Seminar Room
23 <sup>rd</sup> July, 2022	<b>Participant</b>	School of Business Maiden Graduate Student's Seminar	UEW, AMU Theater, Central Campus
25 <sup>th</sup> May, 2022	<b>Participant</b>	School of Business Monthly Seminar Series (May, 2022)	School of Business Seminar Room
2 <sup>nd</sup> September, 2021	<b>Participant</b>	Building a Successful Business Career: The Role of digitisation	UEW, North Assembly Hall
2 <sup>nd</sup> - 4 <sup>th</sup> April, 2019	<b>Participant</b>	Corporate Governance. Organised by KTU and facilitated by the Chartered Institute of Administrators and Management Consultants (CIAMC).	Koforidua Technical University
17 <sup>th</sup> - 18 <sup>th</sup> May, 2018	<b>Participant</b>	Grants and Proposal writing	Koforidua Technical University
9 <sup>th</sup> - 11 <sup>th</sup> January, 2017	<b>Participant</b>	Policy Development	Koforidua Technical University

### Conferences

10 <sup>th</sup> – 13 Nov. 2021	Academic retreat: Positioning the School of Business to actively participate in the internal fund generation agenda of UEW	Royal Lee's Hotel. Tutu Akuapem, E/R	Participant
19 <sup>th</sup> August, 2021	Directorate of Research, Innovation and Development, under the Theme: Building an Excellent University Through Funded Research and Innovation	UEW	Participant
July, 2013	6 <sup>th</sup> Annual International Applied Research Conference	Koforidua Technical University	The Perceptions and Attitudes of Senior High School Students about Polytechnic Education, Eastern Region of Ghana.
July 2011	4 <sup>th</sup> Annual International Applied Research Conference	Koforidua Technical University	The Quality of Customer Service and Satisfaction Levels at the Koforidua

## PUBLICATIONS

1. Brew, Y. (2024). The persuasion effect of cause-related marketing on brand preference and repurchase intention: The mediating role of brand distinctiveness and credibility. *African Journal of Business and Economic Research*, 19(1), 243-265.
2. Mensah I., and Brew, Y. (2023). What happens after product rebranding: understanding the interrelational effect of brand attachment, brand distinctiveness and consumer attitudes on brand loyalty. *African Journal of Economic and Management Studies*, Vol. ahead-of-print No. ahead-of-print
3. Brew, Y., Chai, J., Addae-Boateng, S., & Sarpong, S. (2015). Social responsibility practices in the marketing of loans by microfinance companies in Ghana: The views of the customer. *Open Journal of Business and Management*, 3(4), 349-363.
4. Brew, Y., Chai, J., and Addae-Boateng, S. (2015). Corporate social responsibility activities of mining companies: The views of the local communities in Ghana. *American Journal of Industrial and Business Management*, 5(6), 457-465.
5. Addae-Boateng, S., Wen, X., and Brew, Y. (2015). Contractual Governance, Relational Governance, and Firm Performance: The Case of Chinese and Ghanaian Family Firms. *American Journal of Industrial and Business Management*, 5, 288-310.
6. Chai, J., Chang, P., Wang, Z., and Brew, Y. (2015). The Public perception of corporate social responsibility and its effects on customer behaviour in China. *American Journal of Industrial and Business Management*, 5(10), 611-621.
7. Addae-Boateng, S., Wen, X., and Brew, Y. (2014). Governance Issues in Family Businesses' the Views of Family-Member-Employees, Non-Family-Member-Employees and Management. *International Journal of Economics, Commerce and Management*, 2(12), 1-28.
8. Addae-Boateng, S., Wen, X., and Brew, Y. (2014). Reasons for Work Performance in Family Businesses: Opinions of Non-Family-Member-Employees, Family-Member-Employees, and Managements *European Journal of Business and Management*, 6(34), pp. 237-244.
9. Martey, M. E., Brew, Y., and Frempong, J. (2020). Sales force targets and its psychological effect on job satisfaction of supply chain employees through pressure and stress in Indonesian automobile industry. *International Journal of Supply Chain Management*, 9(3), 1052-1063.
10. Martey, M. E., Brew, Y., and Frempong, J. (2020). Psychological effect of communication skills on customer retention: evidence from supply chain process of Indonesian electronic companies. *International Journal of Supply Chain Management*, 9(3), 720-729.
11. Brew, Y., Ayittah, S.K., and Addae-Boateng, S. (2013). Analysis of distribution channels in the pharmaceutical industry in Ghana: The case of Aryton Drugs Ltd in the Greater and Eastern regions. *European Journal of Business and Management*, 5(20), 67-81.
12. Addae-Boateng, S., Brew, Y., and Ayittah, S.K. (2013). Packaging as a puissant marketing tool within the breweries; The case of Guinness Ghana Breweries Limited (GGBL). *European Journal of Business and Management*, 5(25), 92-104.

13. Ayittah, S.K., Brew, Y., and Addae-Boateng, S. (2013). The perceptions and attitudes of senior high school students about polytechnic education: A case study of twenty selected schools in the eastern region of Ghana. *European Journal of Business and Management*, 5(8), 165-179.
14. Addae-Boateng, S., Ayittah, S.K., and Brew, Y. (2013). The quality of customer service and satisfaction levels at Koforidua Polytechnic restaurant, eastern region, Ghana. *Research on Humanities and Social Sciences*, 3(5), 150-161.
15. Ayittah, S.K., Brew, Y., and Addae-Boateng, S. (2013). Level of passengers' satisfaction of Metro Mass Transit Ltd.'s service delivery in Koforidua, eastern region, Ghana. *Research on Humanities and Social Sciences* 3(13), 52-65.
16. Ayittah, S.K., Brew, Y., and Addae-Boateng, S. (2013). Service quality among selected 'chop bar' (local restaurants) operators in Koforidua, eastern region, Ghana. *European Journal of Business and Management*, 5(19), 49-61.

### PROFESSIONAL QUALIFICATION

July, 2021 – March, 2022	UEW	Post Graduate Diploma in Teaching and Learning in Higher Education
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### PROFESSIONAL RESPONSIBILITIES

<b>Exams officer</b>	August, 2022 – July, 2024	Dept of Marketing and Entrepreneurship
<b>Academic Counsellor</b>	August, 2023 – July, 2024	Dept. of Marketing and Entrepreneurship
<b>Ag. Head of Dept</b>	April, 2018 – February, 2020.	Department of Marketing, (KTU)
<b>Head of Dept.</b>	Nov, 2016 – October, 2017	Short Courses and Training Dept. (KTU).

### MEMBERSHIP OF PROFESSIONAL ASSOCIATION

August, 2005 – Date	Chartered Institute of Marketing, UK	Associate Member
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### SUPERVISION OF STUDENTS' PROJECT WORKS

I supervise research work at both the Diploma, Bachelor and the Master levels.

### COURSES TAUGHT

- Digital Marketing
- Principles of Marketing
- Entrepreneurship and Small Business Mgt.
- Customer Care
- Global Marketing
- Marketing Environment
- Advertising and Public Relations
- Selling and Sales Management

- Management for Marketing
- Consumer Behaviour
- Services Marketing
- Strategic Marketing Management

## 10. SERVICE TO THE COMMUNITY

### Service to the University Community UEW

August 5, 2022 – July 31, 2024	<b>Exams officer:</b> Department of Marketing and Entrepreneurship
August, 2023 – July, 2024	<b>Academic Counsellor</b> (Level 100 Students) Dept. of Marketing and Entrepreneurship
August, 2023	<b>Writer:</b> MBA Marketing Course Manual (CODEL)
October, 2021-Date	<b>Reviewer:</b> Master’s Degree Dissertation of affiliate universities of UEW
October 26, 2021	<b>ITECPD</b> committee to draft Guidelines and Assessment Book for Student Attachment Programme
February 10, 2022	<b>Chairman:</b> Implementation Team for School of Business Incubator Project
10 <sup>th</sup> – 13 <sup>th</sup> Nov, 2021.	<b>Member:</b> Academic program development team at the Academic retreat organised by the School of Business, UEW at Royal Lee’s Hotel. Tutu Akuapem, E/R. <i>Courses developed:</i> Dip. In Entrepreneurial Marketing; MSc Entrepreneurship and Innovation Strategy; and M.A Political Marketing
July, 2021	<b>Member,</b> Entrepreneurship Incubator Committee, Dept. of Marketing, Procurement & Supply Chain Mgt.
2021 - Date	<b>Panel member:</b> School of Business Post internship conference for the academic year
2021 - Date	<b>Moderator:</b> Pre-examination and Post-Examination Moderation for affiliate universities of UEW

### Service to the University Community KTU

2018	<b>Member:</b> Revision of Structure and Operation of Units Committee, Koforidua Technical University
2 <sup>nd</sup> Sept, 2019	<b>Member:</b> Disciplinary Committee to investigate alleged anomalies in the allocation of Marks to students of the Electrical Engineering Department by a Lecturer at the Computer Science Department
18 <sup>th</sup> Sept, 2018	<b>Member:</b> Long Service/KTU Cloth Committee
15 <sup>th</sup> May, 2017	<b>Member:</b> Committee to operationalize an MoU between KTU and Centre for Plant Medicine Research (CPMR)
11 <sup>th</sup> Feb. 2019	<b>Chairman:</b> Committee to Review the University’s Website and other Social Media Platforms
6 <sup>th</sup> Feb. 2018	<b>Chairman:</b> Committee to Promote Positive Image of Koforidua Technical University
2017- April, 2021	<b>Member:</b> Centre For Entrepreneurship and Innovation Development (CEID) Board, Koforidua Technical University



Oct, 2016-2018 2017	<b>Research Coordinator:</b> Department of Marketing <b>Member:</b> Policy Review Committee, Koforidua Technical University
12 <sup>th</sup> Dec. 2016.	<b>Member:</b> Souvenir/Handbook (Brochure) Committee, Koforidua Technical University
2017 – 2018 2017	<b>Chairman:</b> Department of Marketing Research/Liaison Committee <b>Chairman:</b> Panel for BTech Project Work Defense, Department of Marketing
24 <sup>th</sup> April, 2017	<b>Keynote Speaker:</b> A seminar organized by the Faculty of Business and Management Studies of KTU on the topic “Overcoming Business Challenges through the Application of Business Ethics and Corporate Social Responsibility”
2012-2013 April, 2019 – Feb, 2020.	<b>Member:</b> Faculty of Business and Management Studies (FBMS) Board <b>Member:</b> Faculty Appointments and Promotions Committee
26 <sup>th</sup> April, 2019	<b>Scrutineer:</b> Appointed by Academic Board to assist in the counting of votes and declaration of results of the Convocation Election

### Service to the National and International Community

1. **Peer Reviewer:** African Journal of Business and Economic Research, (AJBER) by Adonis & Abbey Publishers Ltd (May, 2023; March, 2024)
2. **Peer Reviewer:** International Journal of Business Excellence, by Inderscience. July, 2023
3. **Guest Speaker:** Reginal Delegates Conference of National Association of Graduate Teachers (NAGRAT), 21<sup>st</sup> November, 2017.
4. **Volunteer:** Management & Electronic Engineering Dual-Degree Program, English Summer Camp, China. 2014.
5. **Peer Reviewer:** Open Journal of Business and Management (OJBM) by Scientific Research Publishing (<http://www.scirp.org/journal/ojbm/>) August, 2016.
6. **Peer Reviewer:** British Journal of Economics, Management & Trade by Sciencedomain International ([www.sciencedomain.org](http://www.sciencedomain.org)) September, 2016.
7. **Chairman:** Resource Mobilization Advisory Team, Wesley Cathedral Methodist Church – Koforidua, (2017-2019).
8. **Chairman:** Danny Exclusive Hotel Management Committee of Wesley Cathedral Methodist Church – Koforidua, (2018 – 2021).

### REFEREES

1. Dr. Mawuko Dza  
HoD, Dept. of Mktg, & Entrepreneurship,  
University of Education, Winneba  
P. O. Box 25  
Winneba.  
Mobile # +233 50 939 6158  
E-mail: [mdza@uew.edu.gh](mailto:mdza@uew.edu.gh)

2. Dr. Joseph Frempong  
Former Head, Department of Marketing  
Koforidua Technical University  
P. O. Box KF 981  
Koforidua.  
Mobile #: +233 26627 1839  
E-mail: [joseph.frempong@ktu.edu.gh](mailto:joseph.frempong@ktu.edu.gh)