

Curriculum Vitae

Isaac Mensah

Department of Marketing and Entrepreneurship, School of Business
University of Education, Winneba

Date of Birth: 22/03/1988
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Online profile links

Google Scholar:

<https://scholar.google.com/citations?user=cPsOsOMAAAAJ&hl=en&oi=sra>

ResearchGate:

https://www.researchgate.net/profile/Isaac_Mensah7

Publons:

<https://publons.com/researcher/2063369/isaac-mensah>

ORCID:

<http://orcid.org/0000-0003-2139-4507>

ACADEMIC QUALIFICATION

Aug 2019 – March 2023

University of Cape Coast

Doctor of Philosophy (Business Administration):

Research Title: Entrepreneurial Networking, Innovation and Sustainable Growth of Small Enterprises in Ghana.

June 2021 – Dec 2021

University of Education

The Institute for Teacher Education and Continuing Education.

Postgraduate Diploma in Teaching and Learning in Higher Education: Awaiting Graduation

Aug 2015 – Oct 2017

University of Ghana

Master of Philosophy (MPhil) in Marketing

Research Title: Marketing Innovation and Sustainable Competitive Advantage of Small and Medium Enterprises in Central Region of Ghana

Aug 2008 - Oct 2012

University of Cape Coast

Bachelor of Management Studies, Second Class Honors (Upper Division)

Sept 2016 - Nov 2016

University of Ghana, Livestock and Poultry Research Centre (LIPREC)

Certificate in Poultry Production

EMPLOYMENT AND WORK EXPERIENCES

Research Coordinator, Dept. of Marketing and Entrepreneurship, UEW, Feb 2022 - 2023

- Liaise with the faculty committee for the monthly research seminar series
- Coordinate research publications in the Department

Assistant Lecturer, University of Education, Winneba, Mar 2021 – Date

- Lecture in entrepreneurship and marketing
- Supervised undergraduate and post-graduate project works and dissertation.
- Supervised and marked interim quizzes and semester examinations.
- Supported the Department and School's academic and community activities.

Teaching Assistant, University of Ghana Business School, Aug 2017 - Jul 2019

- Supported weekly lectures and seminar presentations
- Conducted weekly tutorial sessions for entrepreneurship class
- Supervised and marked interim quizzes and semester examinations

Research Assistant, University of Cape Coast, Sep 2013 - Aug 2015

- Reinforced data ethics in research data collection
- Organized tutorials for Undergraduate students
- Supported faculty in supervising examinations

National Service, University of Cape Coast, Sep 2012 -Aug 2013

- Conducted weekly tutorial sessions in business ethics and international business
- Developed marking schemes for students' interim assessments
- Supervised examinations and quizzes

COURSES TAUGHT

University of Education, Winneba

Undergraduate courses

- ETP 363 Practical Entrepreneurship Project
- ETP 351: Crowd Funding and Venture Capital
- BBA 231: Entrepreneurship and Small Business Management
- ETP 361: Entrepreneurial Marketing
- BBA 125: Principles of Marketing

Postgraduate courses

- MKT711: Entrepreneurship and Innovation
- ENT 816: Entrepreneurship Theory and Practice
- MKT 745: Tourism Marketing

Supervision

Supervised thirty-three (23) undergraduate project works

- **Jonah Baidoo** (201819435): Evaluation of Susu Scheme on the Livelihood of Women Entrepreneurs in Abura Dunkwa.
- **John Kwaku Ayivor** (201824579): Women Entrepreneurship and Access to Finance in Koforidua Municipality in the Eastern Region of Ghana.
- **Asempa Jerry** (201823451): Book-Keeping Practices of Small Businesses in the Hohoe Municipality in the Volta Region of Ghana.

CONFERENCES, SEMINARS, AND TRAINING PROGRAMMES ATTENDED

- **Presenter**, 11th International Conference on Universities, Entrepreneurship and Enterprise Development in Africa (November 2023).
Paper title: *Entrepreneurial Networking, Innovation and Sustainable Growth of Small Enterprises in Ghana.*
- **Presenter**, 9th International Conference on Universities, Entrepreneurship and Enterprise Development in Africa (Sept 2021).
Paper title: *Entrepreneurial Capabilities of Small Businesses in an Emerging Market Economy.*
- **Presenter**, School of Business Monthly Seminar Series, UEW (Jul 2022)
Paper title: *Envy and Jealousy in Entrepreneurial Activities: Existence and Nature, Causes, Effect and Management.*
- **Participant**, Academic Retreat, School of Business, UEW, Tutu-Akwapim, Eastern Region, Ghana (Nov 2021).
- **Participant**, School of Business Maiden Graduate Student Seminar, UEW (Jul 2022).
- **Presenter**, International Conference on Social Sciences, Humanities and Management Studies, Lisbon-Portugal (Dec 2020).
Paper title: *Product Rebranding and Brand Loyalty in the Ghanaian Beverage Manufacturing Industry.*
- **Presenter**, the 2nd International Conference on Advanced Research in Business, Management, and Economics, Munich-Germany (Dec 2019).
Paper title: *Digitization, Customer Engagement, and Performance of Small and Medium Enterprises in Ghana.*

- **Participant**, Pan-African Doctoral School Training Program, *Data Analysis using ‘R’ Software, Qualitative Research Methodology and Use of NVIVO software for Analysis* University of Ghana (Jan 2020).

EXTENSION/PROFESSIONAL SERVICE

Committee

Member, for the National Youth in Tourism Festival 2023 to be hosted by the School of Business of the University of Education, Winneba (Dec 2022).

Member/Secretary, for the implementation of University of Education, Winneba Business Incubator Project (Jul 2021).

Facilitator, School of Business freshers’ orientation programme at Jophus Anamuah-Mensah Conference Centre (Mar 2022).

Speaker, on Sexual Harassment at the Departmental freshers’ orientation programme at the School of Business Conference Room, UEW (Mar 2022).

Curriculum review

Re-Accreditation: Reviewed the following Academic Programmes for the Department of Marketing and Entrepreneurship, UEW for Re-Accreditation at GTEC (Feb 2022)

- BBA (Marketing and Entrepreneurship)
- MPhil (Entrepreneurship and Innovation)

Academic Programmes: Submitted two proposals for new Academic Programmes at the Department of Marketing and Entrepreneurship, UEW (Jan 2022)

- Diploma in Entrepreneurship and Venture Creation
- Master of Science (MSc) in Entrepreneurial Management and Strategy

Journal review

- Management Decision, Emerald insight
- Int. Journal of Entrepreneurship and Small Businesses, Inderscience Publishers

AWARD

- Winner, President of Ghana Youth Entrepreneurship Challenge “Youth Enterprise Support (YES)”, Ghana (2015).

PUBLICATIONS

Refereed Journal Articles:

Addo, M. A., & Mensah, I. (2023). Envy and jealousy in entrepreneurial activities: existence and nature, causes, effects and management. *Journal of Global Entrepreneurship Research*, 13(1), 23. 1-20. <https://doi.org/10.1007/s40497-023-00367-z>

Mensah, I. & 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. <https://doi.org/10.1108/AJEMS-06-2023-0216> (Scopus Citation, ABDC, Index, Clarivate Analytics)

Quaye, D. & Mensah, I. (2019), "Entrepreneurial leadership and performance of female-owned SMEs in Ghana", *Int. Journal of Entrepreneurship and Small Businesses*, 38(1/2), 19-44: <https://doi.org/10.1504/IJESB.2019.102512>

(Scopus Citation Index)

Quaye, D. & Mensah, I. (2019), "Marketing innovation and sustainable competitive advantage of manufacturing SMEs in Ghana", *Management Decision*, 57(7), 1535-1553 <https://doi.org/10.1108/MD-08-2017-0784>

(Scopus, ISI, ABS, Clarivate Analytics, Google Scholar Citation Index)

Mensah, I. Quaye, D. & Mensah, A.A. (2018), "Customer relationship management practices affecting customer loyalty supporting small airlines in Ghana" *Int. Journal of Electronic Customer Relationship Management*, 11(4), 411-435 DOI: [10.1504/IJECRM.2018.096249](https://doi.org/10.1504/IJECRM.2018.096249)

(Scopus, Google Scholar Citation Index)

Quaye, D. Mensah, I & Andoh, C. (2019), "Digitization, Customer Engagement and Performance of Small and Medium Enterprises in Ghana. 2nd International Conference of Advanced Research in Business, Management and Economics, Diamond Scientific Publishing <http://dx.doi.org/10.33422/2nd.icabme.2019.12.883>

Quaye, D. & Mensah, I. (2017) "Industrial cluster and competitive advantage of micro firms: insight from wood industry in Ghana", *Journal of Creativity & Business Innovation*, 3, 170-196.

Post-graduate thesis Link: <http://ugspace.ug.edu.gh/handle/123456789/23403>

PERSONAL SKILLS AND CAPABILITIES

- Quantitative and Qualitative research skills using AMOS, NVIVO, 'R' and SPSS software
- Ability to learn and improve in changing academic and work environment
- Ability to learn and contribute effectively to teamwork and work independently

- Excellent written and oral communication skills

Hobbies

- Reading
- Sightseeing
- Writing

REFEREES

- Rosemond Boohene, PhD
Professor of Enterprise Development
Pro Vice – Chancellor
University of Cape Coast
Cape Coast, Ghana
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- Rev. Prof. Philip Arthur-Gborsong
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