



Bernard Tutu-Boahene (PhD)

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SUMMARY

| A skilled professional in research and data analysis, with expertise in primary and secondary data methodologies. I have developed a strong proficiency in political marketing strategies, communication, as well as training and development within the political marketing arena. I am committed to leveraging these skills and expertise, utilising expert knowledge, to enhance the strategic capabilities of political parties and leadership through training and research.

EDUCATION

University Of Education, Winneba

| **Postgraduate Diploma in Teaching/Learning in Higher Education** 2021 - 2022

- Specialisation: Education

University of Ghana

| **Doctor of Philosophy (PhD)** 2013 - 2018

- Specialisation: Marketing Management

| **Master of Philosophy (MPhil)**

2006 – 2008

- Specialisation: Marketing Management

Methodist University, Ghana

| **Bachelor of Business Administration (BBA)**

- Specialisation: Marketing Management

St. Joseph's College of Education

| **3-Year Post Secondary Education** 1993 – 1996

- Specialisation: Vocational Skills

WORK HISTORY

TRAINING/CONSULTANCY

| **Lead Trainer in Political Marketing Strategy & Research**

GenCeD Training | Accra & Koforidua, Ghana Jan – Feb, 2021

- Trained women politicians in the application of political marketing concepts and research

- Facilitated practical and interactive sessions for trainees to gain real-time experiences for skills development
- Utilised digital learning tools for dynamic remote training sessions in political marketing research

Political Marketing & Communication Training

KN & Associates | Accra, Sunyani & Techiman

Jan-April, 2021

- Developed training manuals to train constituency leaders and communicators in party and candidate branding, political communication and political marketing strategy.

Small Sector Body Training

GTZ Training | Koforidua, Ghana

March 2022

- Developed training manuals on employment data to train owners of small businesses, TVET Institutions, and members of small sector bodies in Ghana on how to generate skill data for employees.

GNA Regional News Reporters Training

KN & Associates | Accra

Jan. 2020

- Training Programme for Regional Managers on Strategic Redirection and Alignment
- A Member of a Team of consultants that developed a 5-Year strategic Plan for GNA

LECTURER (FULL TIME)

University of Education, Winneba

Jan. 2021 to Date

- Lecturer in Marketing & Entrepreneurship
- Student's Academic Advisor

Methodist University, Ghana

Sept. 2009 to Jan 2021

- Lecturer in Marketing

LECTURER (ADJUNCT)

Nelson Mandela University, South Africa

Jan. 2021 to Jan. 2023

- PhD Thesis Examination

Nobel International Business School

Jan. 2019 to Date

- PhD Theses Supervision
- DBA Theses Examination
- Teaching DBA & PhD Students in Marketing
- Conducting Seminars for Graduate Students

| Graduate School of Management, Abidjan

Jan. to April 2022

- Lecturer in Sales Management

| GIMPA

Sept 2009 to Aug. 2015

- Lecturer in Sales Management
- Lecturer in Business-to-Business Marketing
- Lecturer in Consumer Behaviour

RESEARCH

| Published Paper

- Tutu-Boahene, B and Mawuli, D. A. (2014). Service Experience Perspectives in Ghanaian Private Universities, *British Journal of Marketing Studies*, pp. 1-13.
- Mawuli, D. A and Tutu-Boahene, B (2018). Corporate Image of Ghanaian Universities *International Journal of Business and Management Review*, Vol. 6, No. 7, pp. 74-84.

| Research Papers Under Review

- Vice-Presidential Candidate Characteristics and Selection: Does Candidate Brand Awareness Matter? *Journal of Political Marketing*
- Political Relationship Marketing and Loyalty Intentions of Voters
- Political Relationship Marketing & voter loyalty: The mediating role of voter trust. *Journal of Political Marketing*
- Students' Perceived Service Quality and Students' Loyalty Behaviour: The Mediating Role of Perceived Brand Value. *Cogent Business Management*

| Research: Theses/Dissertation

- **PhD** | Political Relationship Marketing & Behavioural Intention of Voters: The Mediating Role of Trust and Commitment
- **MPhil** | Service Quality in Ghanaian Private Universities

FACULTY SEMINAR & CONFERENCES

| Methodist University College Ghana

- Green Marketing in Ghana: an assessment of mining operations
- Students' Experience in Ghanaian Private Universities
- International Conference on Entrepreneurship, Business & Technology Accra, Ghana (26 – 27 March 2018)

LEADERSHIP EXPERIENCES

| University Teachers' Association Ghana (UTAG)

- Secretary, University of Education, Winneba 2023 – 2025
- Member, Publicity Committee of UTAG NEC 2023 – 2025

| Methodist University, Ghana

- Ag. Head, Dept. of Marketing & Supply Chain Management 2016 - 2020

COMMUNITY SERVICE

University Community

| University of Education, Winneba

- Member, Education Committee
- Chairman, School of Business Welfare Committee
- School of Business Representative, Directorate for Research/Inno. Development

| Methodist University College, Ghana

- Chairman, Website Branding Committee
- Member, Recruitment Committee
- Member, Faculty Research Committee

National Level

I have featured and contributed to political and social discussions on major media platforms in Ghana, providing independent perspectives to educate the audience on emerging policy issues, campaign messaging, election results, *and polls*. The list includes, but is not limited to:

- TV3
- Asaase Radio
- Metro TV
- GTV
- Peace FM
- Adom TV/Radio
- UTV
- Atinka TV
- Kantanka TV