

# Curriculum Vitae

## Isaac Mensah

### Personal Information

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Date of Birth: 22/03/1988

Sex: Male

Nationality: Ghanaian, Cape Coast

Religion: Christian

Marital Status: Married

Mobile: +233(0) 541 054 153

Address: Dept. of Marketing and Entrepreneurship, UEW

Email: [ismensah@uew.edu.gh](mailto:ismensah@uew.edu.gh) / [ikebus2008@yahoo.com](mailto:ikebus2008@yahoo.com)

Web presence

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

ResearchGate: [https://www.researchgate.net/profile/Isaac\\_Mensah7](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

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#### 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, Winneba

The Institute for Teacher Education and Continuing Learning

Postgraduate Diploma in Teaching and Learning in Higher Education

#### Aug 2015 – Oct 2017

University of Ghana

Master of Philosophy in Marketing

Research Title: Marketing Innovation and Sustainable Competitive Advantage of Small and Medium Enterprises in the 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 History**

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### **Lecturer, University of Education, Winneba, Aug 2021 – Date**

- Lecture in marketing, entrepreneurship, small business management, and research
- Supervised undergraduate and post-graduate projects and dissertations.
- Supported the Department and School's academic and community activities.

### **Coordinator, University of Education Innovation Hub, UEW July 2024 – July 2025**

- Coordinates activities at the innovation hub
- Liaise with faculty members to source grants for the innovation hub.

### **Assistant Lecturer, Cape Coast Technical University, Feb 2021 – Dec 2021**

- Lecture in marketing and entrepreneurship
- Worked on the new academic programme documents for accreditation

### **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

### **Teaching Assistant (Voluntary Service), 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
- Developed marking schemes and assists in marking students' interim examinations

## **Academic courses Taught**

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### **University of Education, Winneba and Cape Coast Technical University**

#### **Undergraduate level courses**

- Entrepreneurial Marketing
- Principles of Marketing
- Practical Entrepreneurship Project
- Crowd Funding and Venture Capital
- Entrepreneurship and Small Business Management

#### Postgraduate level courses

- Advanced Entrepreneurial Marketing
- Tourism Marketing
- Entrepreneurship and Innovation
- Entrepreneurship Theory and Practice

#### Supervision of dissertation

- Postgraduate dissertation: 3
- Undergraduate projects: 78

#### Research Interest/Areas of Specialization

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- Marketing innovations
- Small enterprise development
- Innovation and digital entrepreneurship

#### Achievements, Awards and Grants

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A member of the team that won a £ 4000 grant from the British Council for Enterprise Support and Incubation Curriculum Development (ESICD) Hubs Innovation (Oct. 2024)

A member of the team that secured GHC 60,000 Grant from the National Pensions Regulatory Authority (NPRA) for UEW innovation hub (Nov 2024).

Voted as the outstanding lecturer, Department of Marketing and Entrepreneurship, UEW (2023)

Nominated for the outstanding faculty lecturer at the School of Business, UEW (Nov. 2023)

Won GHC 75,000 President of Ghana Youth Enterprise Support (YES) grant (2015).

#### Conferences, Workshops and Seminars Attended

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**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**, 9<sup>th</sup> 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

**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 2<sup>nd</sup> 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.

**Innovation Hub Representative,** THINK network research dissemination seminar organized by British Council at Alisa Hotel, Accra (March 2025)

**Participant,** Research and Innovation Systems for Africa (RISA) BRIInG II Co-creation workshop organized by the University of Ghana Innovation Hub at AH Hotel, Accra (June 2024).

**Facilitator,** Innovate, Build, Scale: Empowering Students' Entrepreneurs for Impact. Entrepreneurship training organized by the Generational Achievers Association in collaboration with the Alternative Dispute Resolution, Security and Research Institute at the Jophus Anamuah-Mensah Conference Centre, UEW (Jan. 2025).

**Guest Speaker,** Innovating for Economic Growth: Empowering the Next Generation of Entrepreneurs. Entrepreneurship seminar organized by the Department of Economics at the Students Center, UEW (July 2024).

**Facilitator,** Driving inclusive growth through entrepreneurship. Entrepreneurship summit organized by International Movement of Catholic Students, IMCS at Holy Spirit Catholic Church, UEW (March 2024).

**Participant,** Pan-African Doctoral School Training Program, Data Analysis using 'R' Software, Qualitative Research Methodology at the University of Ghana (Jan 2020).

## **Publications**

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### **Articles published in refereed journals**

Mensah, I., & Narh, L. (2025). Enhancing Digital Marketing Performance of Small Agro-Processing Enterprises: The Role of Absorptive Capacity, Branding Capability, and Brand Orientation. *Journal of African Business*, 1–23. <https://doi.org/10.1080/15228916.2025.2540698>

Mensah, I., Boohene, R. & Pos Mensah, M.S.B. (2024). Effects of entrepreneurial networking on the sustainable growth of small enterprises – the mediating role of innovation. *Benchmarking: An International Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/BIJ-04-2024-0276>

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. (2024). 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*, 15(3) 366-379. <https://doi.org/10.1108/AJEMS-06-2023-0216>

Quaye, D. & Mensah, I. (2019). Entrepreneurial leadership and performance of female-owned SMEs in Ghana. *Int. Journal of Entrepreneurship and Small Businesses*, 38(½), 19-44: <https://doi.org/10.1504/IJESB.2019.102512>

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>

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)

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. This paper is available at:<http://www.journalcbi.com/industrial-cluster-and-competitive-advantage-of-micro-firms-in-wood-industry-in-ghana.html>

### **Conference proceeding**

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

### **Engagement on Committees**

**Chairman**, Departmental Research and Development, UEW, School of Business (2025 to date)

**Member**, Departmental Grant Writing, UEW School of Business, (2024 to date)

**Member**, Departmental Accreditation Team, UEW, School of Business (2023)

**Team Lead**, University of Education Innovation Hub Implementation Team (2021)

**Academic Counsellor**, Dept. of Marketing and Entrepreneurship, UEW (2023 to 2024)  
**Research Coordinator**, Dept. of Marketing and Entrepreneurship, UEW (Feb 2022 – 2023)

**Team member**, Reviewed two Academic Programmes for the Department of Marketing and Entrepreneurship, UEW for Re-Accreditation at GTEC (2022)

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

### **Hobbies**

Football., Sightseeing and Writing

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### **Referees**

- Rosemond A. Boohene, Ph.D.  
Professor of Enterprise Development  
Center for Entrepreneurship and Small Enterprise Development  
University of Cape Coast  
Cape Coast, Ghana  
Tel: +233 (0) 2071 058 65  
Email: [rboohene@ucc.edu.gh](mailto:rboohene@ucc.edu.gh)
- Dasmon Alex Akpabli, Ph.D.  
University of Ghana Business School  
Legon, Accra  
Mobile: +233(0) 244310596  
Email: [aakpabli@gmail.com](mailto:aakpabli@gmail.com)