



Curriculum Vitae

Personal Data:

Name: Isaac Mensah (Ph.D.)

Postal Address(es): Department of Marketing and Entrepreneurship,
School of Business, UEW, Box 25, Winneba. C/R.
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Date of Birth: 22nd March, 1988

Nationality: Ghanaian

Areas of Expertise or Professional Skills:

Postgraduate Level (*MPhil and MBA Levels*)

- Entrepreneurship and Innovation
- Entrepreneurship Theory and Practice
- Advanced Entrepreneurial Marketing
- Applied Research and Statistical Analysis

• Undergraduate Level

- Practical Entrepreneurship Project
- Entrepreneurship and Small Business Management
- Venture Capital and Crowd Funding
- Research Methods

Professional Qualification(s):

Ranks	Supporting Evidence	Period
• Senior Lecturer	University of Education, Winneba	August 2021 – Present
• Assistant Lecturer	Cape Coast Technical University	February 2021 – July 2021
• Teaching Assistant	University of Ghana, Legon	August 2017 – July 2019
• Teaching Assistant	University of Cape Coast	September 2014 – July 2015

Professional Responsibilities:

Position	Office/Location	Period
• Academic Counsellor	University of Education, Winneba	August 2021 – Present
• Chairman, Departmental Research and Development	Department of Marketing and Entrepreneurship	August 2025 – Present
• Member, UEW Innovation Hub Implementation Team	UEW Innovation Hub	May 2023 – July 2025

Education

Qualification/Certificate Obtained	Name of Institution	Date
Doctor of Philosophy (Business Administration – Entrepreneurship Option)	University of Cape Coast	2023
Master of Philosophy (Marketing and Entrepreneurship)	University of Ghana	2017
Post Graduate Diploma in Teaching and Learning in Higher Education	University of Education, Winneba	2022
Bachelor of Management Studies	University of Cape Coast	2012
Certificate in Data Analysis using R	Pan African Doctoral Academy, University of Ghana,	2020
Certificate in Qualitative Research Methodology Using NVIVO for Analysis	Pan African Doctoral Academy, University of Ghana,	2020
Certificate in Poultry Production	Livestock and Poultry Research Centre (LIPREC), University of Ghana, Legon, Accra	2015

Career History:

Position/Title:	Name of Institution	Date
• Lecturer , Department of Marketing & Entrepreneurship	University of Education, Winneba	August 2021 – present
• Academic Counsellor , Department of Marketing & Entrepreneurship	University of Education, Winneba	July 1, 2023 – Present
• Chairperson , Research and Professional Development Committee, Department of Marketing & Entrepreneurship	University of Education, Winneba	August 25, 2025 – Present
• Member , UEW Innovation Hub Implementation Team	University of Education, Winneba	May 2023 – July 2025
• Member , Departmental Grant Writing Committee, Department of Marketing & Entrepreneurship	University of Education, Winneba	June 2024 – May 2025
• External Examination Moderator	University of Gold Coast	October 2025 – Present
• Assistant Lecturer , Entrepreneurship & Business Innovation)	Cape Coast Technical University	February 2021 – August, 2021
• Teaching Assistant , Department of Marketing & Entrepreneurship	University of Ghana, Legon	August 2017 – July 2019
• Teaching Assistant, Department of Management Studies	University of Cape Coast	September 2014 – July 2015

Publications:

1. **Mensah I**, Boohene R, & Mensah MSB (2026). Effects of entrepreneurial networking on sustainable growth of small enterprises – the mediating role of innovation. *Benchmarking: An International Journal*, Vol. 33 No. 1 pp. 33–57, doi: <https://doi.org/10.1108/BIJ-04-2024-0276>

2. Sulemana, M. A., Brew, Y., & **Mensah, I.** (2026). Examining the influence of absorptive capacity on the sustainable growth of agro-processing enterprises through innovation capability. *Discover Agriculture*, 4(1), 241.
3. **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>
4. **Mensah, I.**, (2025). Leaning towards homogeneity: unpacking the relationship between network isomorphism, internal innovation and sustainable growth of small enterprises. *Journal of Humanities and Applied Social Sciences*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JHASS-01-2025-0006>
5. **Mensah, I.**, (2025). Effect of community social capital on senior entrepreneurship intention: the role perceived social norms and business regulatory compliance. *International Journal of Entrepreneurship*, 29(S6),1-20. <https://www.abacademies.org/articles/effect-of-community-social-capital-on-senior-entrepreneurship-intention-the-role-perceived-social-norms-and-business-reg.pdf>
6. **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>
7. 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>
8. 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>
9. 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>
10. Quaye, D., **Mensah, I.** & 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)
11. 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>

Professional Development:

Seminar and Workshops

Date	Role	Topic	Venue
May 2, 2025	Participant	Competence-Based Training (CBT) and Entrepreneurial Outcomes Stakeholder Workshop.	University of Ghana Innovation Hub Room
March 12, 2025	Facilitator	Enterprise Support and Incubation Curriculum Development (ESICD) Training, UEW Innovation Hub (Topic: Business Model Development)	School of Business Seminar Room
March 1, 2025	Facilitator	“Innovate, Build, Scale: Empowering Student Entrepreneurs for Impact” Training organized by Generational Achievers Association and Alternative Dispute Resolution, Security and Research Institute.	Josphus Anamoah Mensah Conference Centre, UEW
June 12, 2024	Participant	Research and Innovation Systems for Africa (RISA) BRIInG II Co-creation Workshop, organized by University of Ghana Innovation Hub	AH Hotel and Conference, Accra
August 7, 2024	Guest Speaker	“Innovating for Economic Growth: Empowering the Next Generation of Entrepreneurs” Seminar, organized by UEW Association of Economics Students.	Seminar Room 3, Students’ Centre, UEW
March 9, 2024	Facilitator	“Driving Inclusive Growth Through Entrepreneurship” Summit, organized by International Movement of Catholic Students (IMCS)	Holy Spirit Catholic Church, North Campus, UEW

March 20, 2024	Participant	School of Business Monthly Seminar Series	School of Business Seminar Room, UEW
March 7, 2023	Participant	“Grant Sourcing and Proposal Writing” Workshop, organized by School of Business in collaboration with Directorate of Research, Innovation and Development	School of Business Seminar Room, UEW
July 2022	Presenter	“Envy and Jealousy in Entrepreneurial Activities: Existence, Nature, Causes, Effects, and Management,” School of Business Monthly Seminar Series	School of Business Seminar Room, UEW
September 28, 2022	Participant	“Creative Destruction: The Future of Today’s Entrepreneurial Firm,” School of Business undergraduate seminar	Josphus Anamoah Mensah Conference Centre, UEW
July 27, 2022	Participant	School of Business Monthly Seminar Series	School of Business Seminar Room, UEW
July 23, 2022	Participant	School of Business Maiden Graduate Students’ Seminar	AMU Theatre, Central Campus, UEW
May 25, 2022	Participant	School of Business Monthly Seminar Series	School of Business Seminar Room, UEW
January 13 – 17, 2020	Participant	Pan-African Doctoral School Training Program, University of Ghana (Data Analysis using R Software, Qualitative Research Methodology using NVIVO software)	University of Ghana

Conferences

June 16, 2026	2026 Social Studies Conference: “Entrepreneurship and values development: Repositioning Social Studies education for 21st Century Ghanaian youth”	Josphus Anamoah Mensah Conference Centre, UEW	Speaker
April 11, 2025	UEW Public Lecture: “Empowering Minds, Shaping Futures for 21st Century Education	Josphus Anamoah Mensah Conference Centre, UEW	Participant
November 8, 2023	11th International Conference on Universities, Entrepreneurship and Enterprise Development in Africa	University of Cape Coast & Hochschule Bonn-Rhein-Sieg, Germany	Presenter
November 10 – 13, 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, Eastern Region	Participant
September 8 – 9, 2021	9th International Conference on Universities, Entrepreneurship and Enterprise Development in Africa	University of Cape Coast & Hochschule Bonn-Rhein-Sieg, Germany	Presenter
December 2020	International Conference on Social Sciences, Humanities and Management Studies	Lisbon-Portugal	Presenter
December 6 – 8, 2019	2nd International Conference on Advanced Research in Business, Management, and Economics	Munich, Germany	Presenter

Postgraduate Research Supervised – MPhil (2022 – 2024)

- Sustainability Orientation and Competitive Advantage of Home-Based Enterprises in Ghana. The Mediating, Moderating Role of Innovative Capacity
- Entrepreneurial Absorptive Capacity and Sustainable Growth of Agro-Based Processing Enterprises in Ghana: Mediating Role of Innovation Capabilities

- Exploring the Influence of Political Entrepreneurship Activities on The Survival and Continuity of Selected Enterprises in Ghana

Postgraduate Research Assessed – MPhil (2024)

- Entrepreneurial Innovation and Customer Retention: The Mediating Role of Employee Engagement.
- Entrepreneurs' Mental Resilience and New Venture Sustainability of Ghanaian SMEs: The Mediating Role of Service Delivery.
- Entrepreneurial Orientation and Family Business Sustainability: The Role of Succession Planning

Curriculum Development:

Since joining the Department of Marketing and Entrepreneurship, I have been actively involved in curriculum development at both the departmental and faculty levels. In collaboration with colleagues, I helped design two new academic programs currently awaiting approval from the GTEC: a Diploma in Entrepreneurship and Venture Creation and an MSc in Entrepreneurial Management and Strategy. I also serve on the team for re-accrediting existing departmental programmes. Furthermore, I authored the founding proposal and oversaw the establishment of the UEW Innovation Hub, an initiative designed to enhance practical entrepreneurship training. I also served as a member of the curriculum development team for the ESICD project, funded by the British Council, where I contributed to designing entrepreneurship curricula to support training in incubation hubs.

Student Development:

Over nine years of tertiary teaching experience across three institutions, including the University of Education, Winneba; Cape Coast Technical University; and the University of Ghana Business School, I have championed experiential learning and entrepreneurial development. At the University of Education, Winneba, I designed and implemented an annual entrepreneurship and innovation exhibition for business students of the University, established mentorship programs, and provided academic counseling across all institutions. This has resulted in past students establishing micro and small businesses. As part of a collaborative team, I contributed to securing external grants from the British Council and the NPRA to support student entrepreneurship programmes on campus. I have also supervised BBA and MPhil students in practical entrepreneurship projects and research work, consistently fostering innovation and real-world application of academic concepts. The table below gives an estimate of the number of students supervised in each category over the years.

<i>Area(s) of Development</i>	<i>Number of Students Supervised</i>
Project work (HND and Undergraduate)	82

Membership of Professional Association(s):

Member: University Teachers Association of Ghana, UEW Branch

Institutional Service:

Service to the University Community (UEW)

August 2025 Present	– Chairperson, Research and Professional Development Committee Department of Marketing and Entrepreneurship, University of Education, Winneba
July 2023 Present	– Academic Counsellor, Department of Marketing and Entrepreneurship, University of Education, Winneba
2022 – Present	Internal Examiner, Postgraduate Thesis and Dissertation Assessment
2022 – Present	Supervisor, Postgraduate Theses and Dissertations, and Undergraduate Research
2021 – Present	Panel Member, School of Business Post-Internship Conference
2023 – Present	Moderator, Pre-Examination and Post-Examination Moderation, UEW Affiliate Universities
May 2022 – July 2025	Member, UEW Innovation Hub Implementation Team, University of Education, Winneba
2023 – Present	Member, Committee for GTEC Re-Accreditation Review of Academic Programmes, Department of Marketing and Entrepreneurship
January 2021	Developed the Proposal for the establishment of University of Education Innovation Hub
March 11 – 14, 2025	Facilitator, “Business Model Development,” Enterprise Support and Incubation Curriculum Development Training programme organised by UEW Innovation Hub
January 2025	Facilitator, “Innovate, Build, Scale: Empowering Student Entrepreneurs for Impact”. A training programme organised by Generational Achievers Association and Alternative Dispute Resolution, Security and Research Institute

August 2024	Guest Speaker , “Innovating for Economic Growth: Empowering the Next Generation of Entrepreneurs”. Entrepreneurship Seminar organised by UEW Association of Economics Students at the Students’ Centre, UEW
February 4, 2024	UEW Innovation Hub Representative , Formation of the Tertiary Hub for Innovation and Knowledge (THINK) Network, Pempamsie Hotel, Cape Coast
November 10 – 13, 2021.	Member , Academic Program Development Team, School of Business Retreat, Royal Lee’s Hotel, Tutu Akuapem (Courses developed: Diploma in Entrepreneurship and Venture Creation; MSc in Entrepreneurship and Innovation Strategy)

Service to the University Community (Cape Coast Technical University)

Sept, 2021	Member : Committee that developed the final draft of the B-TEC Programme (Entrepreneurship and Business Innovation) for Accreditation at GTEC.
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Service to the National and International Community

1. **Member, Tertiary Hub for Innovation and Knowledge (THINK) Network** (February 2024). Contributed to the development of an entrepreneurship education curriculum as part of the British Council–funded Enterprise Support and Incubation Curriculum Development (ESICD) project.
2. **External Moderator, Examination Moderation (October 2025 – Present)**. Gold Coast University
3. **Peer Reviewer**, Management Decision (2022 – Present). Emerald Publishing Limited
4. **Peer Reviewer**, Business Strategy and Environment, Wiley Online Library
5. **Pastor**, Foursquare Gospel Church International (2018 – Present), Cape Coast District

Referees

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Signature:

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