

Kojo Kakra Twum
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PERSONAL DATA

NAME: Kojo Kakra Twum
DATE OF BIRTH: 29th April, 1985
GENDER: Male
NATIONALITY: Ghanaian
MARITAL STATUS: Single
RELIGION: Christian

EDUCATIONAL BACKGROUND

University of Cape Coast (School of Business)	Doctor of Philosophy in Business Administration (Awaiting Viva)	2017 – 2021
University of Ghana Business School (Department of Marketing and Entrepreneurship)	Master of Philosophy in Marketing	2013-2015
University of Cape-Coast (Department of Management Studies)	BSC Marketing (First Class Honors)	2009-2012
Koforidua Polytechnic (School of Business)	HND Marketing (Second Class Upper)	2004-2007
Nkawkaw SHS	SSSCE	2001-2003

WORKING EXPERIENCE

Lecturer
Presbyterian University College, Ghana

February 2018 to Present

Member of Editorial Board Presbyterian University College, Ghana	July 2021 to present
Coordinator for the Centre of Interdisciplinary Studies Presbyterian University College, Ghana	May 2021 to present
Teaching Assistance University of Ghana Business School Duties Performed <ul style="list-style-type: none"> ➤ Teaching Assistant ➤ Assist in teaching and research in: <ul style="list-style-type: none"> Services Marketing Corporate Social Responsibility & Ethics Relationship Marketing 	August 2015 to 2016
Tutor University of Ghana Centre for Distance Education (Accra City Campus) Duties Performed <ul style="list-style-type: none"> ➤ Teaching Marketing courses 	August 2015 to 2018
Center For Sustainability and Enterprise Development, University of Ghana Business School Duties Performed <ul style="list-style-type: none"> ➤ Research and Seminar Organisation 	July 2015 to 2016
Albert Academy SHS Duties Performed <ul style="list-style-type: none"> ➤ Head Master ➤ Taught Economics and Business Management 	November 2012- May 2015
St. Francis Xavier Senior High School. Duties Performed <ul style="list-style-type: none"> ➤ Form Master ➤ Taught Economics, Business Management ➤ Clerical and Office Duties 	Jan 2012 to Nov 2012
Modern Business College (Accra) <ul style="list-style-type: none"> ➤ Taught Business Management and Economics ➤ DBS 	2009-2010
National Disaster Management Organization (NADMO) Assistant Coordinator Duties Performed <ul style="list-style-type: none"> ➤ Prepare memo and data for disaster areas ➤ Made environmental impact assessment 	Aug 2009 to Sept 2011

- Clerical and office duty
- Supervised Junior staff

Leaders Light Ltd Oando Legon.

August 2008 to June 2009

Sales Personnel

Duties Performed

- Took record of sales and balanced accounts
- Take record of supply and distribution
- Identify new market areas and customers

National Service

October 2007-July 2008

Akim- Asafo Methodist JHS

- Administrative duties
- Taught Religious and moral Education

SUMMARY OF SKILLS/ PERSONAL ATTRIBUTES

- Insightful knowledge in Marketing, Organizational Behavior and Research.
- Profound knowledge in the Statistical Package for the Social Scientist (SPSS), Partial Least Squares using Smart PLS and AMOS (PLS).
- Computer literate being proficient in Microsoft Word, Excel.
- Fast learner, quick to detect, incorporate and implement new procedures
- Good interpersonal, communication and writing skills.
- Ability to gather data, compile information and prepare memos
- Ability to work under pressure, working to deadline.
- Having practical and innovative ideas with courage to use them
- Ability to work in a team, working independently or with some supervision

Academic Work/Publications

- Export Marketing Strategy and Export Performance of Ghanaian SMEs. Prof. Robert Hinson and Kojo Kakra Twum. Aalborg IBC Conference 2016. Aalborg University- Denmark
- Twum, K. K., Adams, M., Budu, S., & Budu, R. A. A. (2020). Achieving university libraries user loyalty through user satisfaction: the role of service quality. *Journal of Marketing for Higher Education*. doi.org/10.1080/08841241.2020.1825030.
- Twum, K. K., Kosiba, J. P., Abdul-Hamid, I. K., & Hinson, R. (2020). Does Corporate Social Responsibility Enhance Political Marketing? *Journal of Nonprofit & Public Sector Marketing*. doi.org/10.1080/10495142.2020.1798850.
- Twum, K. K., Yalley, A. A., Agyapong, G. K. Q., & Ofori, D. (2021). The influence of Public University library service quality and library Brand image on user loyalty. *International Review on Public and Nonprofit Marketing*, 18(2), 207-227.
- Twum, K. K., Kwakwa, P. A., Ofori, D., & Nkukpornu, A. (2021). The relationship between individual entrepreneurial orientation, network ties, and entrepreneurial intention of undergraduate students: implications on entrepreneurial education. *Entrepreneurship Education*, 4(1), 39-66.
- Budu, S., Korkuvi, P. J., Twum, K. K., & Budu, A. A. (2021). Determining university library loyalty using library service quality of a public university in Ghana. *Library Philosophy and Practice*, 1A-17.

- Twum, K. K., Amaniampong, M. K., Assabil, E. N., Adombire, M. A., Edisi, D., & Akuetteh, C. (2020). Tax knowledge and tax compliance of small and medium enterprises in Ghana. *South East Asia Journal of Contemporary Business, Economics and Law*, 21(5), 222-231.
- Twum, K.K., Ofori, D., Agyapong, G.K.Q., & Yalley, A. (2021). Intentions to Vaccinate Against Covid-19: A Social Marketing Perspective using the Theory of Planned Behaviour And Health Belief Model. *Journal of Social Marketing*.
- Twum, K.K., Ofori, D., Keney, G., Korang-Yeboah, B. (2021). Using the UTAUT, Personal Innovativeness, and Perceived financial cost to examine Student's Intentions to use E-Learning. *Journal of Science and Technology Policy Management*.
- Aday, E.K., Kosiba, J.P., Hinson, R.E., Twum, K.K., Newman, N., Nutusgah, F. (2021). Responsible Management in Emerging Markets: A multisectoral focus. Palgrave Macmillan. Springer.
- Twum, K. K., & Yalley, A. A. (2021). Green Integrated Marketing Communication. In *Green Marketing in Emerging Markets* (pp. 117-144). Palgrave Macmillan, Cham.
- Yalley, A. A., & Twum, K. K. (2021). Green Consumer Behaviour. In *Green Marketing in Emerging Markets* (pp. 61-92). Palgrave Macmillan, Cham.

INTEREST

- Reading and Researching
- Playing Table Tennis and Football
- Listening to political issues

LANGUAGES SPOKEN

- English
- Twi
- Ewe

REFEREES

Dr. Gloria Agyapong
 University of Cape Coast, Ghana
 Tel: 0244973086 Email: gagyapong@ucc.edu.gh

Prof Robert E. Hinson
 University of Ghana Business School
 Tel: 0244266988 Email: hinsonrobert@gmail.com