Andrews Agya Yalley

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RESEARCH

Areas: Marketing · Sociology and Political Science · Information Systems and Management · Education · Organizational Behavior and Human Resource Management · Economics and Econometrics

RESEARCH SUMMARY

15	177	9	8	2.74	33%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 15 publications listed below, 2017–2024. Field-weighted impact is the mean over the 15 works scored for it; 1.00 is the world average for works of the same field, type and year. 5 of the 15 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

York St John University
YSJ London, York, United Kingdom

PUBLICATIONS

Journal articles 11

1. Kojo Kakra Twum, **Andrews Agya Yalley** (2024). Marketing analytics acceptance: using the UTAUT, perceived trust, personal innovativeness in information technology and user attitude. *Journal of Science and Technology Policy Management*. https://doi.org/10.1108/jstpm-01-2022-0001
2. **Andrews Agya Yalley** (2022). Student readiness for e-learning co-production in developing countries higher education institutions. *Education and Information Technologies*. https://doi.org/10.1007/s10639-022-11134-0
3. **Andrews Agya Yalley** (2021). Competitive marketing strategies of churches in Ghana: a theoretical development. *International Review on Public and Nonprofit Marketing*. https://doi.org/10.1007/s12208-021-00296-1
4. **Andrews A. Yalley** (2021). Customer readiness to co-production of mobile banking services: a customer-only co-production perspective. *Journal of Financial Services Marketing*. https://doi.org/10.1057/s41264-021-00105-0
5. **ANDREWS AGYA YALLEY** (2021). Demystifying the Productivity Puzzle in Higher Education Services: An Outcome-Based Perspective. *Academia Letters*. https://doi.org/10.20935/al3609
6. **Andrews Agya Yalley**, Kassimu Issau (2021). Effect of Consumer Economic Nationalism on Consumer Attitudinal and Behavioral Response to the Marketing of Locally Produced Foods. *PhilPapers (PhilPapers Foundation)*.
7. Kojo Kakra Twum, Daniel Ofori, Gloria Kakrabah-Quarshie Agyapong, **Andrews Agya Yalley** (2021). Intention to Vaccinate against COVID-19: a Social Marketing perspective using the Theory of Planned Behaviour and Health Belief Model. *Journal of Social Marketing*. https://doi.org/10.1108/jsocm-04-2021-0085
8. Kojo Kakra Twum, **Andrews Agya Yalley**, Gloria Kakrabah-Quarshie Agyapong, Daniel Ofori (2020). The influence of Public University library service quality and library Brand image on user loyalty. *International Review on Public and Nonprofit Marketing*. https://doi.org/10.1007/s12208-020-00269-w

9. **Andrews Agya Yalley** (2018). Voter Response to Logo Rebranding of Electoral Management Bodies in Young Democracies: The Rebranding of the Electoral Commission of Ghana. *Journal of Political Marketing*. https://doi.org/10.1080/15377857.2018.1477692
10. **Andrews Agya Yalley** (2018). Voter and Political Candidate's Status Homophile: A Ghanaian Context. *Journal of Political Marketing*. https://doi.org/10.1080/15377857.2018.1486770
11. **Andrews A. Yalley**, Gloria K. Q. Agyapong (2017). Measuring service quality in Ghana: a crossvergence cultural perspective. *Journal of Financial Services Marketing*. https://doi.org/10.1057/s41264-017-0021-x

Book chapters 4

1. Kojo Kakra Twum, **Andrews Agya Yalley**, Kwamena Minta Nyarku, Masud Ibrahim, Godwyn Manful (2022). Aesthetics Response to Point-of-Purchase Advertising and Purchase Intentions of Groceries. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-81337-6_10
2. **Andrews A. Yalley**, Joana Eva Dodoo (2022). Sustaining Higher Education Accreditation Through Institutional Affiliate Mentorship. *Advances in higher education and professional development book series*. https://doi.org/10.4018/978-1-6684-5195-3.ch006
3. **Andrews Agya Yalley**, Kojo Kakra Twum (2021). Green Consumer Behaviour. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-74065-8_4
4. Kojo Kakra Twum, **Andrews Agya Yalley** (2021). Green Integrated Marketing Communication. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-74065-8_6