Eric Gonu

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RESEARCH

Interests	service quality · customer experience · customer satisfaction
Areas	Organizational Behavior and Human Resource Management · Information Systems and Management · Marketing · Artificial Intelligence · Strategy and Management · Management Information Systems

RESEARCH SUMMARY

14	151	5	3	3.39	22%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 14 publications listed below, 2013–2026. Field-weighted impact is the mean over the 9 works scored for it; 1.00 is the world average for works of the same field, type and year. 2 of the 9 papers scored for it are among the world's most cited tenth for their field, type and year.

PUBLICATIONS

Journal articles 14

1. **Eric Gonu**, Evans Frimpong-Manso, Isaac Otoo, Moses Segbenya (2026). Technology integration and employee performance in the health sector of a developing economy: Technology integration and employee performance. *Journal of Business and Enterprise Development (JOBED)*. https://journal.ucc.edu.gh/index.php/jobed/article/view/1854
2. **Eric Gonu**, Naomi Asumasem Abilla, Moses Segbenya (2025). Effect of Employee Job Satisfaction on the Relationship Between Leadership Styles and Psychological Well-Being Among Health Workers in a Developing Economy: The Quantitative Approach. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v13i.1597
3. **E Gonu** (2025). Effect of Employee Job Satisfaction on the Relationship Between Leadership Styles and Psychological Well-Being Among Health Workers in aDeveloping Economy: The Quantitative …. *Journal of Business and Enterprise Development*.
4. Evans kofi Bediako, **Eric Gonu**, Paul Mensah Agyei, Richard Kofi Opoku (2024). Web 2 adoption and performance of telecommunication firms in Ghana: a study of MTN Ghana. *Cogent Business & Management*. https://doi.org/10.1080/23311975.2024.2340460
5. **Eric Gonu**, Paul Mensah Agyei, Opoku Kofi Richard, Mary Asare-Larbi (2023). Customer orientation, service quality and customer satisfaction interplay in the banking sector: An emerging market perspective. *Cogent Business & Management*. https://doi.org/10.1080/23311975.2022.2163797
6. **Eric Gonu**, Johnson Okeniyi, Gloria Kakrabah-Quarshie Agyapong (2023). Customer relationship management practices and organisational performance of commercial banks in Ghana: a mediation analysis. *Journal of Financial Services Marketing*. https://doi.org/10.1057/s41264-023-00226-8
7. Maame Boadiwaa Armoh, Paul Mensah Agyei, Ahmed Bossman, **Eric Gonu**, Mary Asare-Larbi (2023). Effect of supplier appraisal on firm performance in Ghana: Views of employees of selected manufacturing firms. *Scientific African*. https://doi.org/10.1016/j.sciaf.2023.e01829
8. Ernest Awuku, Paul Mensah Agyei, **Eric Gonu** (2023). Service innovation practices and customer loyalty in the telecommunication industry. *PLoS ONE*. https://doi.org/10.1371/journal.pone.0282588

9. **Eric Gonu**, Mary Konadu, Mary Asare-Larbi (2022). Customer Relationship Management Practices and Customer Retention at Ghana Commercial Bank (GCB) in Tamale: Mediating Role of Customer Satisfaction. *Journal of Marketing and Consumer Research*. https://doi.org/10.7176/jmcr/85-02

10. **Eric Gonu**, Mary Asare-Larbi, Mutari Abdul-Rahman (2022). Marketing strategies and consumers purchasing behaviour in Ghana: A case of Nestle Ghana Limited. *AFRICAN JOURNAL OF BUSINESS MANAGEMENT*. https://doi.org/10.5897/ajbm2021.9335

11. **ERIC GONU**, Paul Mensah Agyei (2018). Effects of Outsourcing on Banking Staff Productivity: A Case Study of Barclays Bank Ghana Limited, Cape Coast - Ghana. *Journal of Economics and Finance (IOSR - JEF)*. https://www.academia.edu/download/79531589/H0904035460.pdf

12. **E Gonu**, Rosemond Boohene (2016). Antecedents of customer retention of Ghana commercial bank within Agona Swedru Municipality. *European Journal of Business and Management*. https://ir.ucc.edu.gh/server/api/core/bitstreams/fd9740ff-2a76-49ab-8b4b-e2d6cc542825/content

13. **E Gonu** (2016). Students' perception about quality of distance education at the University of Cape Coast, Ghana. *European Journal of Business and Management*. https://scholar.google.com/scholar?cluster=8549054654562035692&hl=en&oi=scholarr

14. Rosemond Boohene, Gloria K. Q. Agyapong, **Eric Gonu** (2013). Factors Influencing the Retention of Customers of Ghana Commercial Bank within the Agona Swedru Municipality. *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v5n4p82