Brandford Bervell

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PROFILE

Brandford Bervell has a PhD. in E-learning from the Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia (USM), Penang, Malaysia. He also has a Masters degree in Information Technology Education from the University of Cape Coast. His Bachelor's degree was in Social Studies Education. Professionally, he holds a Diploma certificate in Information Technology from Alison Institute in USA, a Certificate in Faculty Online Teaching from Ghana Technology University and Certificate in Google Analytics from Google USA. Brandford does research in general Educational Technology, E-learning, Blended Learning, QR Code Technology Usage, Distance education and Linear and non-linear Structural Equation Modelling. He is also a lecturer at the College of Distance Education, University of Cape Coast where he facilitates courses in technology integration in education such as:

Learning Theories for Teaching and Training with Technology; Modalities for Teaching and Training with Technology; Instructional Design and Development using Technology;Computers as Learning Tools (Introduction to Database); ICT's in Distance Education; Computers in Education; Educational Statistics for Technology-Based research.

In terms of outreach programmes, he has attended conferences both in Ghana and outside countries such as Thailand, Cyprus, Singapore and Malaysia. In terms of publications, he has over twenty (20) publications in refereed ISI/Scopus journal articles with reputable publishers such as Elsevier; Routledge Taylor and Francis; Athabasca University press; Springer Nature; Modestum press, Hong Kong University press, Inderscience, IGI Global etc. Additionally, he serves as an astute international reviewer for ISI/Scopus international refereed journals such as Eurasia Journal of Mathematics Science and Technology Education (EJMSTE);International Review of Research in Open and Distributed Learning (IRRODL) and Research in Learning Technology (RLT).

Currently, he has won a grant from the Malaysian government together with his colleagues from Malaysia and Portugal for conducting a research into "Facilitating the Use of Mobile-Based Communication for Studio-Based Learning in Higher Learning Institutions". He is also undertaking another project in Digital Citizenship.

With regards to software proficiency, Brandford uses softwares such as :

Smart-PLS

AMOS

RStatistics

Articulate 360

QR Code Technology

Learning Management Systems

Video-Conferencing Software (Eg. APACHE Meeting, ZOOM etc.)

SPSS

Microsoft Office Suite

His main competencies include:Learning Management System Architecture design; Learning Management System Analytics; User Interface design; Animation, content creation and production for e-learning; Online facilitation; Structural Equation Modelling (Linear and Non-Linear); Needs Analysis for information systems; Teaching and research in technology integration into education.

With all these competencies, Brandford aims to be an internationally acclaimed expert in e-Learning practice and research towards education delivery. He is opened to both local and international collaborations.

RESEARCH

Interests	E-learning · Structural Equation Modelling · Distance Education · Educational Technology · Higher Edu · Blended Learning · LMS · Technology Acceptance · PLS-SEM Linear /Non-li
Areas	Education · Information Systems and Management · Sociology and Political Science · Information Systems · Computer Science Applications · Artificial Intelligence

RESEARCH SUMMARY

99	2,048	24	32	8.32	52%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 99 publications listed below, 2012–2026. Field-weighted impact is the mean over the 61 works scored for it; 1.00 is the world average for works of the same field, type and year. 32 of the 61 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Lecturer 2019–present
Maths, Science & ICT Department, University of Cape Coast, Cape Coast, Ghana

Principal Researcher 2011–2018
College of Distance Education, University of Cape Coast, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

PhD (E-Learning) 2016–2018
Centre for Instructional Technology and Multimedia, Universiti Sains Malaysia, Minden, Malaysia

Masters in Education and Information Technology 2009–2011
College of Distance Education, Education and Information Technology, University of Cape Coast, Cape Coast, Ghana

B.ED Social Studies 2002–2006
Arts and Social Sciences Education, University of Cape Coast, Cape Coast, Ghana

PUBLICATIONS

Journal articles 88

1. Dickson Okoree Mireku, **Brandford Bervell**, James Kojo Prah, Theophilus Adu Achido, Andrews Baidoo (2026). A PLS-SEM Analysis of The Key Determinants of Students' Perceived Mood Elevation Through University Campus Green Space Use. *North American Journal of Psychology*. https://openurl.ebsco.com/contentitem/gcd:192425941?sid=ebsco:plink:crawler-gcd&id=ebsco:gcd:192425941&crl=c&jrnl=15277143
2. Justice Kofi Armah, **Brandford Bervell**, Dickson Okoree Mireku, Nagaletchimee Annamalai (2026). Determinants of facilitators' use of station rotation blended learning: a multigroup moderating effects of facilitators' discipline, rank and status. *Humanities and Social Sciences Communications*. https://doi.org/10.1057/s41599-026-06828-6
3. **Brandford Bervell** (2026). Establishing Instrument to Assess the Influence of Internal and External Factors on Digital Wisdom Among Educators. *Journal of Educators Online https://doi.org/10.9743/JEO.2026.23.2.1*. https://eric.ed.gov/?id=EJ1516639
4. **Brandford Bervell** (2026). Health-promoting gym facility environments and university students' physical activity participation: modelling factors influencing satisfaction and continuous usage intentions. *African Journal for Physical Activity and Health Sciences (AJPHES)*.
5. **Brandford Bervell** (2026). Investigating the Role of Supported Teaching in Schools (STS) in Improving

Teaching of Foundational Literacy & Numeracy in Ghana (Comparative Report on Pre & Post STS). *Bill and Melinda Gates Foundation*.

6. Tekla Amutenya, Dickson Okoree Mireku, Collins Asamoah Debrah, Jacob Owusu Sarfo, Eric Mensah, Felix Kofi Essel, James Kojo Prah, Andrews Baidoo, **Brandford Bervell** (2026). Modelling How Campus Green Space Exposure Predicts Stress Alleviation Among University Students: A PLS-SEM Investigation of Cognitive, Social, and Mood Factors. *North American journal of psychology*. https://doi.org/10.65696/001c.166217
7. **Brandford Bervell** (2026). Modelling how campus green space exposure predicts student stress alleviation, cognitive enhancement, social interaction improvement, and mood elevation in campus settings: an …. *North American Journal of Psychology*.
8. Beatrice Asante Somuah, Emmanuel Dorsah, Leticia Sam, **Brandford Bervell** (2026). Modelling pre-service teachers' perceptions of teaching practice: influences on instructional readiness and delivery in Ghana. *Social Sciences & Humanities Open*. https://doi.org/10.1016/j.ssaho.2026.102483
9. **Brandford Bervell** (2026). Modelling the social and institutional factors influencing hooliganism among higher education students: The roles of peer influence, substance abuse, institutional control, and …. *African Quarterly Social Science Review*.
10. Dickson Okoree Mireku, Tekla Amutenya, **Brandford Bervell**, Eric Mensah, Christabel Koomson (2026). Perceived campus walkway attributes, walkway-use satisfaction and continued use intention among university students: a cross-sectional PLS-SEM study. *BMC Public Health*. https://doi.org/10.1186/s12889-026-29643-9
11. Dickson Okoree Mireku, **Brandford Bervell**, Gloria Nyame, Percy Arkorful Ewool (2026). Postgraduate thesis and dissertation supervision in higher education (T/DSiHE) in the Sub-Saharan Africa region: a systematic review of a decade (2014–2024) literature. *Discover Education*. https://doi.org/10.1007/s44217-026-01383-3
12. **Brandford Bervell**, David Teye Doku, George K. T. Oduro, Mohammed Salifu, Robin Todd, Abdul-Karim Kadiri, Daniel Essel (2026). Predictive impact of supported teaching in school practicum on pre-service teachers' professional readiness to teach foundational literacy and numeracy. *Frontiers in Education*. https://doi.org/10.3389/feduc.2026.1902556
13. **Brandford Bervell** (2026). Trainee-teacher instructional performance in distance education: the role of course facilitator evaluation, andragogical approach, and institutional infrastructure. *International Journal of Education and Practice*.
14. **B Bervell** (2025). AI Acceptance and Usage in Sub-Sahara African Education: A Systematic Review. *Journal of Advocacy, Research and Education 10.13187/jare.2025.1.82*. https://scholar.google.com/scholar?cluster=7656395245437427349&hl=en&oi=scholarr
15. **Brandford Bervell**, DO Mireku, RPK Andoh, M Segbenya (2025). AI acceptance and usage in Sub-Saharan African education: A systematic review of literature. *Journal of Advocacy, Research and Education*. https://www.ajol.info/index.php/jare/article/view/309524
16. **Brandford Bervell**, Justice Kofi Armah, Dickson Okoree Mireku, Nana Akwasi Prempeh Sarpong, Nagaletchimee Annamalai (2025). Behavioural intentions toward information communication technology integration in secondary education: Modelling the effects of students' attitudes. *Telematics and Informatics Reports*. https://doi.org/10.1016/j.teler.2025.100193
17. **Brandford Bervell** (2025). Corrigendum notice: International students' hospitality services provision within the sub-Sahara African higher education (HOSPiHE): a systematic review of 2012 to 2024 literature. *International Journal of Quality and Service Sciences https://doi.org/10.1108/IJQSS-08-2025-0196*.
18. Prosper Dzifa Dzamesi, Dickson Okoree Mireku, **Brandford Bervell**, Jonathan Afful (2025). Ethics Compliance in Sub-Saharan African Higher Education Research (ECiSHER) Involving Human Participants: A Systematic Review of a Decade of Literature. *Journal of Empirical Research on Human Research Ethics*. https://doi.org/10.1177/15562646251383091
19. Nagaletchimee Annamalai, Arulselvi Uthayakumaran, **Brandford Bervell**, Ramesh Kumar (2025).

Examining the use of ChatGPT in Argumentative Writing: A Mixed Methods Study. *Journal of Advanced Academics*. https://doi.org/10.1177/1932202x251333859

20. Nagaletchimee Annamalai, **Brandford Bervell** (2025). Exploring ChatGPT's role in English grammar learning: A Kolb model perspective. *Innovations in Education and Teaching International*. https://doi.org/10.1080/14703297.2025.2451328
21. P Nyagorme, **B. Bervell** (2025). Gender Moderation on Students' Adoption of WhatsApp for Learning-Support Communication in Sub-Saharan Africa. *Journal of Educational Technology Development and Exchange (JETDE) https://doi.org/10.18785/jetde.1801.09 ://aquila.usm.edu/jetde/vol18/iss1/10/*. https://aquila.usm.edu/jetde/vol18/iss1/10/
22. Dickson Okoree Mireku, **Brandford Bervell**, Justice Kofi Armah (2025). International students' hospitality services provision within the sub-Sahara African higher education (HOSPiHE): a systematic review of 2012 to 2024 literature. *International Journal of Quality and Service Sciences*. https://doi.org/10.1108/ijqss-01-2025-0003
23. Beatrice Asante Somuah, Belief Norvinyo Amponi-Kagson, Moses Segbenya, **Brandford Bervell** (2025). Mentoring dimensions and leadership skills development among female secondary school students in a developing economy: the mediating role of group mentoring approach. *Journal of Leadership Education*. https://doi.org/10.1108/jole-03-2025-0022
24. **Brandford Bervell**, Dickson Okoree Mireku, Matthew Quaidoo, Isaac Eliot Nyieku, Beatrice Asante Somuah, Sally Baafi-Frimpong (2025). Modelling the antecedents of students' attitudes toward examination malpractice and intentions in distance education. *Discover Education*. https://doi.org/10.1007/s44217-025-00995-5
25. **Brandford Bervell**, John K. E. Edumadze, Dickson Okoree Mireku, Eric Mensah, Victoria Agyare Appiah, Kwame Ofori (2025). The quest for Bible quotation searching and reading: modelling undergraduate Christian students' intentions towards the use of e-Sword (electronic Bible). *Cogent Education*. https://doi.org/10.1080/2331186x.2025.2541083
26. **Brandford Bervell**, Dickson Okoree Mireku, Prosper Dzifa Dzamesi, Akua Tiwaa Buabeng-Boateng, Bernard Yaw Sekyi Acquah (2025). Web-based examinations in higher education (WEBiHE) institutions in the Sub-Saharan Africa region: a systematic review of 2013–2024 literature. *Cogent Education*. https://doi.org/10.1080/2331186x.2025.2519565
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33. Hilal Salim Marhoon Al-Mamari, Jeya Amantha Kumar, **Brandford Bervell** (2024). MOOCs Adoption Among Omani Faculty Members: Investigating the Effects of Gender and Faculty Disciplines on

Readiness. *The Journal of Educators Online*. https://doi.org/10.9743/jeo.2024.21.3.10

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35. **Brandford Bervell**, Dickson Okoree Mireku, Daniel Agyapong (2024). Modelling the antecedents of students' satisfaction and continuous use intentions of an electronic appraisal portal system in higher education. *Computers in Human Behavior Reports*. https://doi.org/10.1016/j.chbr.2024.100431
36. Moses Segbenya, Vincent Mensah Minadzi, **Brandford Bervell**, Beatrice Asante Somuah (2024). Online teaching intention among distance education course tutors: Modelling the effects of human resource factors and moderating role of gender. *Computers in Human Behavior Reports*. https://doi.org/10.1016/j.chbr.2024.100380
37. Kamaludeen Samaila, Chau Kien Tsong, Mona Masood, **Brandford Bervell** (2024). Think-pair-share based flipped classroom: A model for improving students' learning achievement and self-efficacy. *Journal of Digital Educational Technology*. https://doi.org/10.30935/jdet/14422
38. **Brandford Bervell** (2023). "Hey, Let's take a Selfie: Insights of selfie defamiliarization in the classroom". *Online Information Review https://doi.org/10.1108/OIR-11-2021-0608*. https://www.emerald.com/oir/article/47/5/820/322740
39. Dickson Okoree Mireku, **Brandford Bervell** (2023). A decade of quality assurance in higher education (QAiHE) within sub-Saharan Africa: a literature review based on a systematic search approach. *Higher Education*. https://doi.org/10.1007/s10734-023-01064-2
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41. Moses Segbenya, **Brandford Bervell**, Beatrice Asante Somuah, Vincent Mensah Minadzi (2023). Examining Course Facilitators' Perspectives on Online Facilitation for Distance Education. *Human Behavior and Emerging Technologies*. https://doi.org/10.1155/2023/4060554
42. **B Bervell** (2023). Human-Computer Interaction. *University of Cape Coast Press*.
43. **Brandford Bervell**, Kenneth Ebow Owuyaw, Justice Kofi Armah, Dickson Okoree Mireku, Alexander Asante, Beatrice Asante Somuah (2023). Modelling distance education students' satisfaction and continuous use intention of students' portal: An importance-performance map analysis. *Information Development*. https://doi.org/10.1177/02666669231206774
44. Justice Kofi Armah, **Brandford Bervell**, Nana Osei Bonsu (2023). Modelling the role of learner presence within the community of inquiry framework to determine online course satisfaction in distance education. *Heliyon*. https://doi.org/10.1016/j.heliyon.2023.e15803
45. Dickson Okoree Mireku, Prosper Dzifa Dzamesi, **Brandford Bervell** (2023). Plagiarism in Higher Education (PLAGiHE) within Sub-Saharan Africa: A systematic review of a decade (2012–2022) literature. *Research Ethics*. https://doi.org/10.1177/17470161231189646
46. Moses Segbenya, **Brandford Bervell**, Vincent Mensah Minadzi, Beatrice Asante Somuah (2022). Modelling the perspectives of distance education students towards online learning during COVID-19 pandemic. *Smart Learning Environments*. https://doi.org/10.1186/s40561-022-00193-y
47. **Brandford Bervell**, Irfan Naufal Umar, Mona Masood, Jeya Amantha Kumar, Justice Kofi Armah, Beatrice Asante Somuah (2022). Promoting Voluntary Use Behavior of Learning Management Systems Among Tutors for Blended Learning in Distance Higher Education. *Contemporary Educational Technology*. https://doi.org/10.30935/cedtech/12193
48. **Brandford Bervell**, Irfan Naufal Umar, Moses Segbenya, Justice Kofi Armah, Beatrice Asante Somuah, Rosemary Twum (2022). Utilizing Learning Management System Technology: Modelling the Tripartite Relationships Among Previous Technology Use Experience, Technology Self-Efficacy, and Use Behavior. *Online Journal of Communication and Media Technologies*. https://doi.org/10.30935/ojcmt/12530

49. **Brandford Bervell**, M Segbenya, JK Armah, BA Somuah, R Twum (2022). Utilizing Learning Management System Technology: Modelling the Tripartite Relationships among Previous Technology Use Experience, Technology Self-Efficacy and Use Behaviour. *Online Journal of Communication and Media Technologies https://doi.org/10.30935/ojcmt/12530*. https://www.ojcmt.net/article/utilizing-learning-management-system-technology-modelling-the-tripartite-relationships-among-12530

50. **Brandford Bervell**, Irfan Naufal Umar, Jeya Amantha Kumar, Beatrice Asante Somuah, Valentina Arkorful (2021). Blended Learning Acceptance Scale (BLAS) in Distance Higher Education: Toward an Initial Development and Validation. *SAGE Open*. https://doi.org/10.1177/21582440211040073

51. **B. Bervell** (2021). Curriculum Studies in ICT Module. *University of Cape Coast Press.*.

52. Albert Arthur Qua-Enoo, **Brandford Bervell**, Paul Nyagorme, Valentina Arkorful, John K. E. Edumadze (2021). Information Technology Integration Perception on Ghanaian Distance Higher Education: A Comparative Analysis. *International Journal of Learning Teaching and Educational Research*. https://doi.org/10.26803/ijlter.20.2.17

53. Kwaku Anhwere Barfi, **Brandford Bervell**, Valentina Arkorful (2021). Integration of social media for smart pedagogy: initial perceptions of senior high school students in Ghana. *Education and Information Technologies*. https://doi.org/10.1007/s10639-020-10405-y

54. Naa Adjeley Suta Alakija Sekyi, **Brandford Bervell**, Valentina Arkorful (2021). Redefining the Practice of the Old Profession with Technology: Sex Work and the Use of Whatsapp for Clientele Management: WhatsApp for Clentelle Management by Sex Workers. *Advances in Social Sciences Research Journal*. https://doi.org/10.14738/assrj.81.9544

55. **Brandford Brandford Bervell**, Jeya Amantha Kumar, Valentina Arkorful, Emmanuel Manu Agyapong, Sharifah Osman (2021). Remodelling the role of facilitating conditions for Google Classroom acceptance: A revision of UTAUT2. *Australasian Journal of Educational Technology*. https://doi.org/10.14742/ajet.7178

56. **B Bervell**, JK Armah, SPK Aheto, Valentina Arkorful (2021). WhatsApp use in teaching and learning during COVID-19 pandemic period: Investigating the initial attitudes and acceptance of students. *Library Philosophy and Practice (e-journal)*.. https://scholarworks.sjsu.edu/libphilprac/6362/

57. Ahmed Alsswey, Hosam Al-Samarraie, **Brandford Bervell** (2021). mHealth technology utilization in the Arab world : a systematic review of systems, usage, and challenges. *Health and Technology*. https://doi.org/10.1007/s12553-021-00549-3

58. Jeya Amantha Kumar, **Brandford Bervell**, Nagaletchimee Annamalai, Sharifah Osman (2020). Behavioral Intention to Use Mobile Learning: Evaluating the Role of Self-Efficacy, Subjective Norm, and WhatsApp Use Habit. *IEEE Access*. https://doi.org/10.1109/access.2020.3037925

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61. Hanan Aldowah, Irfan Umar, Samar Ghazal, **Brandford Bervell**, Amira Saif (2020). Examining the effect of lecturers' demographic variables on the challenges facing the use of e-learning in a university context. *International Journal of Business Information Systems*. https://doi.org/10.1504/ijbis.2020.111650

62. Jeya Amantha Kumar, **Brandford Bervell**, Sharifah Osman (2020). Google classroom: insights from Malaysian higher education students' and instructors' experiences. *Education and Information Technologies*. https://doi.org/10.1007/s10639-020-10163-x

63. **Brandford Bervell**, Paul Nyagorme, Valentina Arkorful (2020). LMS-Enabled Blended Learning Use Intentions among Distance Education Tutors: Examining the Mediation Role of Attitude Based on Technology-Related Stimulus-Response Theoretical Framework (TR-SR-TF). *Contemporary Educational Technology*. https://doi.org/10.30935/cedtech/8317

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67. Jeya Amantha Kumar, **Brandford Bervell** (2019). Google Classroom for mobile learning in higher education: Modelling the initial perceptions of students. *Education and Information Technologies*. https://doi.org/10.1007/s10639-018-09858-z

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