Prof Francis O. Boachie-mensah

Associate Professor · Department of Marketing and Supply Chain Management
University of Cape Coast

ORCID 0009-0004-3731-0536 · Profile scholar.ucc.edu.gh/staff/911f9e6b-32fc-441f-81c5-e96b2829625a

RESEARCH

Areas: Organizational Behavior and Human Resource Management · Marketing · Economics and Econometrics · Management Information Systems · Strategy and Management · Business and International Management

RESEARCH SUMMARY

19	324	7	7	3.85	37%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 19 publications listed below, 2011–2024. Field-weighted impact is the mean over the 19 works scored for it; 1.00 is the world average for works of the same field, type and year. 7 of the 19 papers scored for it are among the world's most cited tenth for their field, type and year.

PUBLICATIONS

Journal articles 15

1. Benedicta Aidoo, **Francis.O Boachie-Mensah** (2024). Consumer Buying Behaviour Towards Life Insurance Post-COVID-19 in Ghana. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v12i.1363
2. Zulaiha Hamidu, Kassimu Issau, **Francis O. Boachie-Mensah**, Emmanuel Asafo-Adjei (2023). On the interplay of supply chain network complexity on the nexus between supply chain resilience and performance. *Benchmarking An International Journal*. https://doi.org/10.1108/bij-09-2022-0551
3. Zulaiha Hamidu, **Francis O. Boachie-Mensah**, Kassimu Issau (2023). Supply chain resilience and performance of manufacturing firms: role of supply chain disruption. *Journal of Manufacturing Technology Management*. https://doi.org/10.1108/jmtm-08-2022-0307
4. Daniel Agyapong, Paul Jones, Rosemond Boohene, Gloria K.Q. Agyapong, Siaw Frimpong, **Francis O. Boachie-Mensah** (2022). Analysis of Socio-Demographics of Necessity-driven Entrepreneurs in Selected Cities in Ghana. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v10i.890
5. Eric Oduro, **Francis O. Boachie-Mensah**, Gloria K. Q. Agyapong (2018). Determinants of Customer Satisfaction in the Telecommunication Industry in Ghana: A Study of MTN Ghana Limited. *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v10n3p101
6. **Boachie-Mensah, Francis O**, Owusu, Adwoa Yeboaa (2015). Environmental dimensions of corporate social responsibility and brand equity. *Portuguese National Funding Agency for Science, Research and Technology (RCAAP Project by FCT)*.
7. Alfred Ghartey, **Francis O. Boachie-Mensah** (2015). Ghanaian Consumers' Attitude towards the Purchase of Counterfeit Textile Products: A Case Study of Cape Coast Metropolis.
8. **Francis Boachie-Mensah**, Kassimu Issau (2015). Market Orientation and the Performance of Small and Medium-Sized Manufacturing Enterprises in the Accra Metropolis. *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v7n3p39
9. **Francis Boachie-Mensah**, Innocent S. K. Acquah (2015). The Effect of Innovation Types on the Performance of Small and Medium-Sized Enterprises in the Sekondi-Takoradi Metropolis. *Archives of Business Research*. https://doi.org/10.14738/abr.33.1240

10. **Francis O. Boachie-Mensah**, Rosemond Boohene (2012). A review of cross-cultural variations in consumer behaviour and marketing strategy. *International Business Management*. https://doi.org/10.3968/j.ibm.1923842820120502.1175
11. **Francis Boachie-Mensah**, Peter Awini Seidu (2012). Employees' Perception of Performance Appraisal System: A Case Study. *International Journal of Business and Management*. https://doi.org/10.5539/ijbm.v7n2p73
12. **Francis O Boachie-Mensah**, Ophelia D. Dogbe Zungbey (2012). The Impact of Money on Joining, Continuing and Leaving Behaviours of Employees of Selected Ghanaian Organizations. *International Journal of Business and Management*. https://doi.org/10.5539/ijbm.v7n21p48
13. Anthony Dadzie, **Francis Boachie-Mensah** (2011). Brand Preference for Mobile Phone Operator Services in the Cape Coast Metropolis. *International Journal of Business and Management*. https://doi.org/10.5539/ijbm.v6n11p190
14. C. Kumi-Kyereme Antoinette, **Francis Boachie-Mensah** (2011). Human Resource Practices in the Informal Sector in Cape Coast, Ghana. *Journal of Management Research*. https://doi.org/10.5296/jmr.v4i1.1160
15. **Francis Boachie-Mensah**, Ophelia Delali Dogbe (2011). Performance-Based Pay as a Motivational Tool for Achieving Organisational Performance: An Exploratory Case Study. *International Journal of Business and Management*. https://doi.org/10.5539/ijbm.v6n12p270

Book chapters 4

1. Daniel Ofori, Christina Appiah-Nimo, **Francis O. Boachie-Mensah** (2023). Social Media Adoption in Public Sector Communication: Practices, Opportunities and Challenges in Public Sector Organisations. *Palgrave studies of public sector management in Africa*. https://doi.org/10.1007/978-3-031-17863-4_8
2. Dominic Owusu, Micheal Shant Osei, **F. O. Boachie-Mensah**, Alfred Ghartey, Rebecca Dei Mensah (2023). Unveiling the Impact of Green Marketing Tools on the Consumer Purchasing Behavior of Cosmetic Products. *Advances in marketing, customer relationship management, and e-services book series*. https://doi.org/10.4018/978-1-6684-8140-0.ch008
3. **Boachie-Mensah, Francis** (2018). Market Research for Renew Starch in Ghana. *Publication Server of Bonn-Rhein-Sieg University of Applied Sciences (Bonn-Rhein-Sieg University of Applied Sciences)*. https://doi.org/10.18418/978-3-96043-065-0_2
4. Mambo G. Mupepi, **Francis Boachie-Mensah** (2017). Appreciating Specialization. *Advances in human resources management and organizational development book series*. https://doi.org/10.4018/978-1-5225-1961-4.ch001