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RESEARCH

Interests	Agri-food production and market economics · Agri-food innovations · policy · pricing · impact evaluation
Areas	Economics and Econometrics · Plant Science · Animal Science and Zoology · Ecology · General Agricultural and Biological Sciences · Strategy and Management

RESEARCH SUMMARY

30	190	7	3	1.17	11%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 30 publications listed below, 2012–2026. Field-weighted impact is the mean over the 18 works scored for it; 1.00 is the world average for works of the same field, type and year. 2 of the 18 papers scored for it are among the world's most cited tenth for their field, type and year.

PUBLICATIONS

Journal articles 28

1. **Rebecca Owusu**, Kofi Atiah (2026). Consumer willingness to pay for fortified tomato juice in Ghana and its relevance for sustainable food systems. *Discover Sustainability*. https://doi.org/10.1007/s43621-026-04888-x_reference
2. **Rebecca Owusu** (2026). Gender differentiated preferences for poultry products in Ghana using random utility and random regret models. *Food and Humanity*. https://doi.org/10.1016/j.foohum.2026.101085
3. **Rebecca Owusu**, Lawrence Acheampong, Alexander Tetteh Kwasi Nuer (2026). Understanding insect-based food preferences in Ghana through psychological segmentation. *Applied Food Research*. https://doi.org/10.1016/j.afres.2026.102207
4. **Rebecca Owusu**, Yacouba Kagambega, John Micah (2025). Consumer preferences and trade-offs in the adoption of edible insect fortified bread in Ghana as a sustainable protein source. *Discover Sustainability*. https://doi.org/10.1007/s43621-025-01940-0
5. **REBECCA OWUSU** (2025). Consumer preferences for lab-cultured and traditional meat in Ghana. *Asian Journal of Agriculture*. https://doi.org/10.13057/asianjagric/g090215
6. **Rebecca Owusu**, John Micah, William Ghartey (2025). Consumption behavior, preferences, and willingness to pay for fish attributes in Ghana. *Discover Food*. https://doi.org/10.1007/s44187-025-00424-4
7. **Rebecca Owusu**, Fatimah Von Abubakari, Lawrence Acheampong, Alexander Tetteh Kwasi Nuer (2025). Evaluation of Consumer Preferences for Poultry Products in Ghana Using Utility Space and Willingness to Pay Space Models. *Current Research in Nutrition and Food Science Journal*. https://doi.org/10.12944/crnfsj.13.1.26
8. **Rebecca Owusu**, Fatimah Von Abubakari, Lawrence Acheampong, Alexander Tetteh Kwasi Nuer (2025). Extending the sustainable poultry value chain with institutional factors and business models in Central Ghana. *Journal of International Food & Agribusiness Marketing*. https://doi.org/10.1080/08974438.2025.2582074
9. **Rebecca Owusu**, Samuel Kwesi Ndzebah Dadzie, Ernest Teye (2024). Consumer preference for ripped

plantain powder for plantain fritters (kaklo) in Cape Coast, Ghana. *African Journal of Economic and Management Studies*. https://doi.org/10.1108/ajems-06-2024-0333

10. William Ghartey, **Rebecca Owusu** (2024). Product Flow Efficiency and Financial Benefit in the Commercial Soybean Value Chain System in Ghana. *Asian Journal of Agricultural Extension Economics & Sociology*. https://doi.org/10.9734/ajaees/2024/v42i122627
11. **Rebecca Owusu** (2023). Adoption determinants and productivity effect of improved maize technology in Tolon District of Northern Ghana. *International Journal of Food and Agricultural Economics*. https://www.researchgate.net/profile/Benjamin-Tetteh-Anang/publication/373256327_ADOPTION_DETERMINANTS_AND_PRODUCTIVITY_EFFECT_OF_IMPROVED_MAIZE_TECHNOLOGY_IN_TOLON_DISTRICT_OF_NORTHERN_GHANA/links/64e37e0b0453074fbda51ab8/ADOPTION-DETERMINANTS-AND-PRODUCTIVITY-EFFECT-OF-IMPROVED-MAIZE-TECHNOLOGY-IN-TOLON-DISTRICT-OF-NORTHERN-GHANA.pdf
12. **Rebecca Owusu**, Benjamin Tetteh Anang (2023). Consumption and preferences for mushrooms in Ghana: A comparison between regret-based and utility-based approaches. *Food and Humanity*. https://doi.org/10.1016/j.foohum.2023.11.004
13. Alfred Ghartey, Julia Dankwa, **Rebecca Owusu** (2023). Management of higher educational institutions in Ghana amid COVID-19 pandemic: The case of University of Cape Coast. *Journal of Educational Management*. https://doi.org/10.47963/jem.v13i.1298
14. Ernest Teye, Charles L. Y. Amuah, Kofi Atiah, Ransford Opoku Darko, Thomas Abindaw, Kwadwo Kusi Amoah, Michael Miyittah, Emmanuel Afutu, **Rebecca Owusu** (2023). Quick Determination of Soil Quality Using Portable Spectroscopy and Efficient Multivariate Techniques. *Journal of Spectroscopy*. https://doi.org/10.1155/2023/2024318
15. William Ghartey, **Rebecca Owusu**, Ben Ahmed, TK Atala (2023). THE NEXUS BETWEEN SUSTAINABLE VALUE CHAIN ACTIVITIES AND FINANCIAL BENEFITS OF THE SOYBEAN VALUE CHAIN SYSTEM IN THE NORTHERN REGIONS OF GHANA. *Applied Studies in Agribusiness and Commerce*. https://doi.org/10.19041/apstract/2023/1/4
16. AK Anning, K Amanor, Delali BK Dovie, **Rebecca Owusu** (2022). Current Research in Environmental Sustainability. *Current Research in Environmental Sustainability*. https://www.researchgate.net/profile/Moses-Kwadzo/publication/359255395_Pollution_and_climate_change_impacts_on_livelihood_outcomes_of_lagoon_fishermen_in_Central_Region_Ghana/links/63172e1761e4553b956c62db/Pollution-and-climate-change-impacts-on-livelihood-outcomes-of-lagoon-fishermen-in-Central-Region-Ghana.pdf
17. Ernest Teye, Charles L. Y. Amuah, Kofi Atiah, Ransford Opoku Darko, Kwadwo Kusi Amoah, Emmanuel Afutu, **Rebecca Owusu** (2022). Feasibility Study on the Use of a Portable NIR Spectrometer and Multivariate Data Analysis to Discriminate and Quantify Adulteration in Fertilizer. *Journal of Spectroscopy*. https://doi.org/10.1155/2022/1412526
18. Moses Kwadzo, Michael K. Miyittah, Delali B.K. Dovie, Richard K. Kosivi, **Rebecca Owusu** (2022). Pollution and climate change impacts on livelihood outcomes of lagoon fishermen in Central Region, Ghana. *Current Research in Environmental Sustainability*. https://doi.org/10.1016/j.crsust.2022.100137
19. **Owusu, Rebecca**, Kwadzo, Moses, Ghartey, William, Owusu, Rebecca, Kwadzo, Moses, Ghartey, William (2022). Regional Productivity Differential and Technology Gap In African Agriculture: A Stochastic Metafrontier Approach. *RePEc: Research Papers in Economics*. https://doi.org/10.22004/ag.econ.319345
20. **Rebecca Owusu**, Florence Sefakor Dekagbey (2021). Gender dynamics in Consumer preferences and willingness to pay for edible mushrooms in Ghana. *Applied Studies in Agribusiness and Commerce*. https://doi.org/10.19041/apstract/2020/1-2/4
21. **R Owusu**, Samuel Kwesi Ndzebah Dadzie (2021). Heterogeneity in consumer preferences for organic and genetically modified food products in Ghana. *African Journal of Agricultural and Resource Economics Volume*. https://ageconsearch.umn.edu/record/333942/
22. **Rebecca Owusu** (2020). Efficiency differential in rice production technologies in Ghana: a comparison between stochastic and bias-corrected metafrontier approaches. *International Journal of Food and Agricultural Economics (IJFAEC)*. https://ageconsearch.umn.edu/record/301271/

23. **Rebecca Owusu** (2020). Poisson Count Model to Explain Gender Dynamics of Farmer Adoption of Climate Smart Agricultural Practices. *Anadolu İktisat ve İşletme Dergisi*. https://dergipark.org.tr/en/pub/anadoluiid/article/742734

24. **Rebecca Owusu COFFIE** (2018). Benchmarking technical efficiency of rice farms in Ghana: An empirical application of alternative production frontier approaches. *The Central European Review of Economics and Management*. https://doi.org/10.29015/cerem.577

25. **Rebecca Owusu** (2016). Choice of Rice Production Practices in Ghana: A Comparison of Willingness to Pay and Preference Space Estimates. *Journal of Agricultural Economics*. https://doi.org/10.1111/1477-9552.12180

26. **REBECCA OWUSU** (2014). A two-stage double bootstrap data envelopment analysis of technical efficiency of rice farms in Ghana. *Recent Developments in Data Envelopment Analysis and its Applications*. https://www.researchgate.net/profile/Manoj-Thibbotuwawa/publication/270280690_Fertilizer_use_efficiency_of_rice_farms_in_Sri_Lanka_A_slack_based_DEA_analysis/links/54a65bf80cf256bf8bb4f1d0/Fertilizer-use-efficiency-of-rice-farms-in-Sri-Lanka-A-slack-based-DEA-analysis.pdf#page=66

27. Henry De-Graft Acquah, **R Owusu** (2012). Price transmission in domestic agricultural markets: Evidence from selected cassava markets in Ghana. *Journal of Sustainable Development in Africa*. https://www.academia.edu/download/97647544/Price_20Transmission.pdf

28. HD Acquah, **R Owusu** (2012). Spatial market integration and price transmission of selected plantain markets in Ghana. *Journal of Sustainable Development in Africa*. https://www.academia.edu/download/68549644/SPATIAL_MARKET_INTEGRATION_AND_PRICE_TRA20210803-6422-1fgynor.pdf

Reports 2

1. **Rebecca Owusu** (2019). Productivity differentials and technology gap in African agriculture: A stochastic metafrontier approach. *University of Cape Coast*. https://ir.ucc.edu.gh/items/041884f9-0a3c-489d-974f-a5d60fe73c23

2. Ernest Okorley, **R Owusu** (2012). A Ghanaian case study of strategies of ensuring accountability by nongovernmental organisations. *University of Cape Coast*. https://ir.ucc.edu.gh/items/72c4fb0e-2fd9-4bf4-84c5-ba5be8c689ba