Daniel Edem Adzovie

Lecturer · Communication Studies
University of Cape Coast

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RESEARCH

Interests	Visual Communication · Advertising · General Media Studies · Adolescent SRHR · Multimodality
Areas	Marketing · Sociology and Political Science · Economics and Econometrics · Education · General Health Professions · Safety Research

RESEARCH SUMMARY

26	172	6	5	2.20	44%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 26 publications listed below, 2016–2025. 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. 4 of the 9 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Researcher/Teacher 2012–present
Department of Communication Studies, University of Cape Coast, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

Ph.D. 2019–2021
Theoretical Studies Department, Tomas Bata University in Zlín, Zlín, Czechia

M.A. 2014–2015
Department of Communication Studies, University of Cape Coast, Cape Coast, Ghana

B.A. 2011–2013
Liberal Arts, African University College of Communications, Adabraka, Ghana

Int. Dip. 2007–2008
Advertising & Public Relations, Cambridge International College, Jersey, United Kingdom

HND 2003–2006
Graphic Design, Takoradi Technical University, Takoradze, Ghana

PUBLICATIONS

Journal articles 22

1. Rita Holm Adzovie, Kyeremeh Tawiah Dabone, Dora Adebassah, **Daniel Edem Adzovie** (2025). Influence of parents' socio-economic challenges on the education of pupils in Nsuaem community, Ghana. *African Quarterly Social Science Review*. https://doi.org/10.51867/aqssr.2.2.26
2. RH ADZOVIE, **Daniel Edem ADZOVIE** (2024). EXPLORING LOSS AND BEREAVEMENT IN MARRIAGE: QUALITATIVE EXPLORATION OF YOUNG WIDOWS'LIVED EXPERIENCES IN CAPE COAST, GHANA. *African Journal for the Psychological Studies of Social Issues*. https://www.ajpssi.org/index.php/ajpssi/article/view/646
3. **Daniel Edem Adzovie**, Abdul Bashiru Jibril, Rita Holm Adzovie (2024). Feeding the Campus Craze: Unpacking the Influencers on University Students' Fast-Food Delivery Choices——An In-Depth

Qualitative Exploration. *Journal of Intelligent Communication*. https://doi.org/10.54963/jic.v3i2.212

4. **DE Adzovie** (2024). Understanding the moderating role of E-WoM and traditional media advertisement toward fast-food joint selection: a uses and gratifications theory. *Journal of Foodservice Business Research*.
5. **Daniel Edem Adzovie**, Rita Holm Adzovie (2023). FACTORS INFLUENCING STUDENTS'PATRONAGE OF FAST FOOD DELIVERY SERVICES AMONG UNIVERSITY STUDENTS IN CAPE COAST, GHANA: A QUALITATIVE APPROACH. *Conference Proceedings DOKBAT 2023 19th International Bata Conference for Ph. D. Students and Young Researchers*. https://scholar.google.com/scholar?cluster=4633821875224805414&hl=en&oi=scholarr
6. **Daniel Edem Adzovie**, Abdul Bashiru Jibril (2022). Assessment of the effects of Covid-19 pandemic on the prospects of e-learning in higher learning institutions: The mediating role of academic innovativeness and technological growth. *Cogent Education*. https://doi.org/10.1080/2331186x.2022.2041222
7. **Daniel Adzovie**, Rita Adzovie (2022). Exploring Ghanaian Adolescent Sexual and Reproductive Health (SRH) Information Source(s): A Qualitative Approach. *The Qualitative Report*. https://doi.org/10.46743/2160-3715/2022.5126
8. Abdul Bashiru Jibril, **Daniel Edem Adzovie** (2022). Understanding the moderating role of E-WoM and traditional media advertisement toward fast-food joint selection: a uses and gratifications theory. *Journal of Foodservice Business Research*. https://doi.org/10.1080/15378020.2022.2070450
9. **Daniel Edem Adzovie** (2021). Application of Virtual Reality to enhance the interpretation of Museums in Ho Chi Minh City. *Architecture, Engineering, and Technology (AET)*. https://www.researchgate.net/profile/Samira-Awwal/publication/348501286_Improving_public_transport_system_and_pedestrian_facilities_in_congested_urban_area_adapting_BREEAM_Assessments_A_case_of_Dhaka_Bangladesh/links/647a65f7b3dfd73b775dd135/Improving-public-transport-system-and-pedestrian-facilities-in-congested-urban-area-adapting-BREEAM-Assessments-A-case-of-Dhaka-Bangladesh.pdf#page=59
10. **Daniel Edem Adzovie** (2021). Conveying Violence Against Women in Films: A Conceptual Study from the Perspective of Ghana. *Beyond Identities: Interdisciplinary Perspectives on Gender*. https://www.researchgate.net/profile/Mohamed-El-Boujjoufi-2/publication/356873562_Gender_Language_and_the_Separation_of_Public_and_Private_Space/links/61b0cd47956f4552d0b36162/Gender-Language-and-the-Separation-of-Public-and-Private-Space.pdf#page=255
11. **Daniel Edem Adzovie**, RH Adzovie (2021). Gender, teenagers and the motivations behind identity construction on social media: A conceptual study from the perspective of Czech Republic and Ghana. *ECSM 2021: 8th European Conference on Social Media*. https://books.google.com/books?hl=en&lr=&id=zCo4EAAAQBAJ&oi=fnd&pg=PA8&dq=info:AEjBiYwIJiEJ:scholar.google.com&ots=uTbJbdOEHs&sig=QVeSPWYTfhx2XGJP3vFTQkLioLE
12. **Daniel Edem Adzovie** (2021). The influence of social media on Brand Personality Towards Consumer Purchase Intention in the Telecom Industry: A Conceptual Study. *ECSM 2021 8th European Conference on social media*. https://books.google.com/books?hl=en&lr=&id=zCo4EAAAQBAJ&oi=fnd&pg=PA31&dq=info:ay3zG72StGwJ:scholar.google.com&ots=uTbJbdOEHo&sig=wySQ1RKXZCe91I5q30or_Guqn8M
13. **Daniel Edem Adzovie** (2021). The role of intercultural interaction in international student enrolment: A conceptual study from the Czech Republic. *ECSM 2021 8th European Conference on Social Media*. https://books.google.com/books?hl=en&lr=&id=zCo4EAAAQBAJ&oi=fnd&pg=PA1&dq=info:uX-qsN5XdlEJ:scholar.google.com&ots=uTbJbdOEHq&sig=5HrwdDxPxHJhXuBm70kkkngFRl8
14. **Daniel Edem Adzovie**, RH Adzovie (2020). E-learning resulting from Covid-19 pandemic: A conceptual study from a developing country perspective. *7th European Conference on Social Media ECSM*. https://books.google.com/books?hl=en&lr=&id=FCAEEAAAQBAJ&oi=fnd&pg=PA19&dq=info:FM5suKgtnnYJ:scholar.google.com&ots=UiT0rpsvym&sig=J2dvskxPT1zzuENmIje5zDvFcSk
15. Rita Holm Adzovie, **Daniel Edem Adzovie** (2020). Family Communication Patterns and Adolescent Sexual and Reproductive Health: Experiences from Coastal Communities in Ghana. *Technium Social Sciences Journal*. https://doi.org/10.47577/tssj.v9i1.1175
16. **Daniel Edem Adzovie**, Rita Holm Adzovie (2020). Going to Town with Privacy: Exploring Voyeurism and the Motivations behind Exposure of Online Secrets. *The International Journal of Interdisciplinary Cultural*

Studies. https://www.researchgate.net/profile/Daniel-Adzovie-2/publication/345818786_Going_to_Town_with_Privacy_Exploring_Voyeurism_and_the_Motivations_behind_Exposure_of_Online_Secrets/links/5faf02f4a6fdcc9ae050cc85/Going-to-Town-with-Privacy-Exploring-Voyeurism-and-the-Motivations-behind-Exposure-of-Online-Secrets.pdf

17. **Daniel Edem Adzovie**, RH Adzovie (2020). Impact of social media usage on adolescent sexual and reproductive health. *In7th European Conference on Social Media ECSM*. https://books.google.com/books?hl=en&lr=&id=FCAEEAAAQBAJ&oi=fnd&pg=PA10&dq=info:KY90hG0Q40cJ:scholar.google.com&ots=UiT0rpsvyo&sig=OXYbYyLzXBeNerfijCBV5NeW0vg
18. **Daniel Edem Adzovie**, Abdul Bashiru Jibril (2020). Motivational Factors Towards Fast-Food Joint Selection in Under-Developed Country Setting: A Partial Least Square and Structural Equation Modeling (PLS-SEM) Approach. *Cogent Social Sciences*. https://doi.org/10.1080/23311886.2020.1748988
19. **Daniel Edem Adzovie** (2020). Objectification of women in Ghanaian films: is it for pleasure? *Journal of African Films and Diaspora Studies*. https://doi.org/10.31920/2516-2713/2020/3n1a2
20. **Daniel Edem Adzovie**, Abdul Bashiru Jibril, Rita Holm Adzovie, Divine Narkotey Aboagye (2020). Sex Sells! Could Sex Scenes in Ghanaian Video Films be used to Market Culture through Costume? *Technium Social Sciences Journal*. https://doi.org/10.47577/tssj.v10i1.1266
21. **Daniel Edem Adzovie** (2019). Advertising on Food Choice: A Study of Bank Workers in Ghana. *15th Annual International Bata Conference for Ph. D. Students and Young Researchers*. https://www.researchgate.net/profile/Daniel-Ofori/publication/338905131_SUPPLIER-RELATIONSHIP_MANAGEMENT_COMPETITIVE_ADVANTAGE_AND_FIRM_PERFORMANCE_IN_THE_SERVICE_INDUSTRY_A_CONCEPTUAL_STUDY/links/5e42c889a6fdccd9659a5a2a/SUPPLIER-RELATIONSHIP-MANAGEMENT-COMPETITIVE-ADVANTAGE-AND-FIRM-PERFORMANCE-IN-THE-SERVICE-INDUSTRY-A-CONCEPTUAL-STUDY.pdf#page=12
22. **Daniel Edem Adzovie**, Holm-Adzovie (2016). The influence of parental involvement on the academic work of pupils: a study of three selected junior high schools in the Cape Coast Metropolis. *Review of Educational Research*. https://www.academia.edu/download/63508938/ParentalInvolvement20200602-46499-ygefqg.pdf

Book chapters 2

1. **Daniel Edem Adzovie** (2025). Correction to: Application of Virtual Reality to Enhance the Interpretation Dong Ho Folk Paintings in Museums of Fine Arts in Ho Chi Minh City. *Advances in Architecture, Engineering and Technology: Smart Techniques in Urban Planning & Technology*. https://doi.org/10.1007/978-3-031-11232-4_24
2. **Daniel Edem Adzovie** (2022). Application of Virtual Reality to Enhance the Interpretation Dong Ho Folk Paintings in Museums of Fine Arts in Ho Chi Minh City. *Advances in Architecture, Engineering and Technology: Smart Techniques in Urban Planning & Technology*. https://doi.org/10.1007/978-3-031-11232-4_10

Conference papers 2

1. **Daniel Edem Adzovie** (2020). AN EMPIRICAL ANALYSIS OF “BRAND POPULARITY” ON SECOND-HAND PRODUCTS: A PERSPECTIVE FROM INTERNATIONAL STUDENTS IN THE CZECH REPUBLIC. *16 th Annual International Bata Conference for Ph.D. Students and Young Researchers*.
2. **Daniel Edem Adzovie**, Rita Holm Adzovie, Enoch Boateng (2019). Gender in Audio-visual Advertisements in Ghana: A Semiotics Analysis. *Proceedings of The World Conference on Social Sciences*. https://doi.org/10.33422/worldcss.2019.09.542