Kwamena Minta Nyarku

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PROFILE

KWAMENA MINTA NYARKU is a Senior lecturer in Marketing, Strategy and Entrepreneurship, at the Department of Marketing and Supply Chain Management, School of Business, College of Humanities and Legal Studies, University of Cape Coast, Cape Coast, Ghana. He has previously worked and also taught in schools, colleges and universities in Ghana and beyond. He teaches all marketing management areas, strategic management, entrepreneurship and international business courses at both undergraduate and graduate levels. He is an active member of several national and international professional bodies/institutions, and also a dedicated contributor to marketing, strategy, and entrepreneurship education. He is chief examiner, moderator, and assessor for Marketing, Sales Management, International Marketing, Entrepreneurship and Strategic Management courses in over 15 public and private universities within Ghana and abroad. He has added 20 research articles, 3 modules and 1 book to his name. His areas of specialisation include services marketing, corporate social responsibility, strategic management, and entrepreneurship. He has published in the International Journal on Entrepreneurship and Innovation, African Journal of Business Ethics, International Journal of Business and Management Invention, Aussie Sino Studies, International Journal of Strategic Information Technology and Applications, International Journal of Marketing Studies, Academic Leadership Journal, International Journal of Advances in Management and Economics, among others.

Kwamena has worked with several boards, senior management and management teams on business strategy formulation, development, implementation and control, and has trained many executives and managers in corporate Ghana and beyond. He supports, adds value, derives results and implements custom solutions in support of his clients' recruitment, sales and negotiation skills, marketing and branding, training and development, and other related objectives and requirements. He is a sales, marketing and strategic management consultant and his clientele include Golden Beaches Hotels; Coca Cola; Nestle; Enterprise Life Assurance Company Ltd (ELAC); EPP Bookshop; Mfantseman District Assembly; National Investment Bank, (NIB); FOMAAT Inc; OCL; Ghana Heritage Conservation Trust (GHCT); Abusua Foundations; Department of Environmental Sciences, UCC; School of Agriculture, UCC, University of Education, Winneba, (UEW); Adabie Educational Complex, Peace and Love Farming project, Kumasi; among others. Kwamena has also developed over 10 business plans and strategic plans for different companies across different industries in Ghana and beyond.

RESEARCH

Interests	Services Marketing · CSR · Strategic Management · Entrepreneurship
Areas	Marketing · Strategy and Management · Economics and Econometrics · Business and International Management · Management Information Systems · Organizational Behavior and Human Resource Management

RESEARCH SUMMARY

31	525	12	14	1.76	23%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 31 publications listed below, 2011–2026. Field-weighted impact is the mean over the 22 works scored for it; 1.00 is the world average for works of the same field, type and year. 5 of the 22 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Senior Lecturer 2015–present
Marketing and Supply Chain Management, University of Cape Coast School of Business, Cape Coast, Ghana

EDUCATION AND QUALIFICATIONS

Final year PhD Candidate 2015–present
Marketing and Entrepreneurship, University of Ghana, Legon, Ghana

PUBLICATIONS

Journal articles 29

1. Lawrence Kusi, Daniel Agyapong, Edmond Yeboah Nyamah, Gloria Kakrabah-Quarshie Agyapong, **Kwamena Minta Nyarku**, Prince Kofi Annan Assefuah (2026). Supplier development and sustainability performance of cocoa agribusinesses in Western-North Region Ghana: the role of firm ambidexterity and operational efficiency. *Journal of Agribusiness in Developing and Emerging Economies*. https://doi.org/10.1108/jadee-09-2024-0281
2. Lawrence Kusi, Isaac Koomson, **Kwamena Minta Nyarku**, Prince Kofi Annan Assefuah, Obed Kofi Ahoto, Bernard Kyeremeh (2025). Supply chain integration and operational performance of poultry businesses in Ghana: the roles of supply chain risk and firm characteristics. *Journal of Agribusiness in Developing and Emerging Economies*. https://doi.org/10.1108/jadee-07-2024-0238
3. Felix Kwame Opoku, **Kwamena Minta Nyarku** (2022). The learning organisation, service delivery quality and internal customer satisfaction in the mobile telecommunication industry. *International Journal of Work Innovation*. https://doi.org/10.1504/ijwi.2022.126872
4. Odiatuo Yaw Dwobeng, Gloria K.Q. Agyapong, **Kwamina Minta Nyarku** (2021). Factors Influencing Consumers' Purchase Intention of Counterfeit 'Kente' Products in the Kwabre East District. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v9i.175
5. Isaac Kwadwo Anim, Emelia Awotwe, **Kwamena Minta Nyarku**, Lawrence Yaw Kusi (2021). Tax Administration, Tax Incentive and SMEs' Growth: The Moderating Effect of Firms Size. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.v9i.180
6. Odiatuo Yaw Dwobeng, Gloria K.Q. Agyapong, **Kwamina Minta Nyarku** (2020). Factors Influencing Consumers' Purchase Intention of Counterfeit 'Kente' Products in the Kwabre East District. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.2020.01
7. Stephen Oduro, **Kwamena Minta Nyarku**, Rotimi A. Gbadeyan (2020). Supplier relationship management and organizational performance of hospitals in an emerging economy context. *Journal of Modelling in Management*. https://doi.org/10.1108/jm2-03-2019-0072
8. Isaac Kwadwo Anim, Emelia Awotwe, **Kwamena Minta Nyarku**, Lawrence Yaw Kusi (2020). Tax Administration, Tax Incentive and SMEs' Growth: The Moderating Effect of Firms Size. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.2020.06
9. **Kwamena Minta Nyarku**, Stephen Oduro (2019). The Mediating Effect of Supplier Relationship Management on CSR and Marketing Performance Relationship. *Indonesian Journal of Sustainability Accounting and Management*. https://doi.org/10.28992/ijsam.v3i1.58
10. Ernest Yaw Tweneboah-Koduah, Matilda Adams, **Kwamina Minta Nyarku** (2019). Using Theory in Social Marketing to Predict Waste Disposal Behaviour among Households in Ghana. *Journal of African Business*. https://doi.org/10.1080/15228916.2019.1597323
11. **Kwamena Minta Nyarku**, RE Hinson (2018). Corporate social responsibility reporting of banks operating in Ghana. *African Journal of Business Ethics*. https://doi.org/10.15249/11-2-146
12. Stephen Oduro, **Kwamena Minta Nyarku** (2018). Incremental Innovations in Ghanaian SMEs: Propensity, Types, Performance and Management Challenges. *Asia-Pacific Journal of Management Research and*

Innovation. https://doi.org/10.1177/2319510x18810034

13. **Kwamena Minta Nyarku**, Seth Ayekple (2018). Influence of corporate social responsibility on non-financial performance. *Social Responsibility Journal*. https://doi.org/10.1108/srj-04-2017-0059
14. **Kwamena Minta Nyarku**, Lawrence Yaw Kusi, Henry Ameyaw Domfeh, Henry Ofori, Isaac Koomson, Joseph Amponsah Owusu (2018). Moderating the Service Quality-Customer Loyalty Relation through Customer Satisfaction, Gender and Banking Status: Evidence from Mobile Money Users in University Of Cape Coast, Ghana. *International Journal of Academic Research in Business and Social Sciences*. https://doi.org/10.6007/ijarbss/v8-i6/4265
15. Lawrence Kusi, **KM Nyarku** (2018). The Impact of Sales Force Automation System on Quality Service Delivery and Sales Reporting among Micro and Small-Sized Enterprises in Kumasi Metropolis, Ghana. *WSEAS Transactions on Business and Economics*. https://www.academia.edu/download/123626665/a425907-601.pdf
16. Lawrence Yaw Kusi, **Nyarku** (2018). The mediating effect of customer satisfaction in the predictive relation between celebrity advertising and purchase intentions in telecom industry in Ghana: University Students …. *International Journal of Business and Management Invention (IJBMI)*. https://www.researchgate.net/profile/Lawrence-Kusi/publication/325070999_The_Mediating_Effect_of_Customer_Satisfaction_in_the_Predictive_Relation_between_Celebrity_Advertising_and_Purchase_Intentions_in_Telecom_Industry_in_Ghana_University_Students'_Perspective/links/5af4e1ac4585157136ca3a70/The-Mediating-Effect-of-Customer-Satisfaction-in-the-Predictive-Relation-between-Celebrity-Advertising-and-Purchase-Intentions-in-Telecom-Industry-in-Ghana-University-Students-Perspective.pdf
17. **Kwamena Minta Nyarku**, Stephen Oduro (2017). Effect of legal and regulatory framework on SMEs growth in the Accra Metropolis of Ghana. *The International Journal of Entrepreneurship and Innovation*. https://doi.org/10.1177/1465750317742842
18. **Kwamena Minta Nyarku**, Lawrence Yaw Kusi, Douglas Opoku Agyemang (2017). SERVICE QUALITY AND CUSTOMER ACCEPTABILITY AT THE CAPE COAST BRANCH OF METRO MASS TRANSIT LIMITED. *Journal of Business and Enterprise Development (JOBED)*. https://doi.org/10.47963/jobed.2017.03
19. Lawrence Yaw Kusi, S Agbeblewu, **KM Nyarku** (2015). Challenges and prospects confronting commercial water production and distribution industry: a case study of the cape coast metropolis. *International Journal of Management Sciences*. https://www.researchgate.net/profile/Kwamena-Nyarku-2/publication/279059796_Challenges_and_Prospects_Confronting_Commercial_Water_Production_and_Distribution_Industry_A_Case_Study_of_the_Cape_Coast_Metropolis/links/55894d8a08ae273b2875c896/Challenges-and-Prospects-Confronting-Commercial-Water-Production-and-Distribution-Industry-A-Case-Study-of-the-Cape-Coast-Metropolis.pdf
20. D Owusu, **Kwamena Minta Nyarku** (2015). Influence of TV and radio adverts on the decisions of tertiary students to purchase telecom products in the Cape Coast Metropolis. *Quarterly Journal of Business Studies*. https://www.academia.edu/download/37938695/Influence_of_TV_and_Radio_Adverts_on_the_Decisions_of_Tertiary_Students.pdf
21. Lawrence Yaw Kusi, IK Anim, **KM Nyarku** (2015). Technological Innovations in Banking: User Acceptability and Payment Problems in Ghana: A Case Study of Zenith Bank Ghana Limited. *Quarterly Journal of Business Studies*. https://www.academia.edu/download/37938820/Technological_Innovations_in_Banking_User_Acceptability_and_Payment_Problems_in_Ghana.pdf
22. Lawrence Yaw Kusi, I Kosi, **KM Nyarku** (2015). The challenges and prospects of poultry farmers: The case of Dormaa Ahenkro municipal area. *Studies in Social Sciences and Humanities*. https://www.researchgate.net/profile/Isaac-Kosi/publication/279060130_The_Challenges_and_Prospects_of_Poultry_Farmers_The_Case_of_Dormaa_Ahenkro_Municipal_Area/links/558a1bdd08ae273b2876e71a/The-Challenges-and-Prospects-of-Poultry-Farmers-The-Case-of-Dormaa-Ahenkro-Municipal-Area.pdf
23. **Kwamena Minta Nyarku**, S Agbeblewu, IK Anim (2015). The challenges and prospects of the commercial poultry industry in Ghana: a synthesis of literature. *International Journal of Management Sciences*. https://www.academia.edu/download/37938626/The_Challenges_and_Prospects_of_the_Commercial_Poultry_Industry_in_Ghana_A_Synthesis_of_Literature.pdf
24. Lawrence Y. Kusi, George A. B. Aggrey, **Kwamena M. Nyarku** (2014). Assessment of Public Procurement

Policy Implementation in the Educational Sector (A Case Study of Takoradi Polytechnic). *International Journal of Academic Research in Business and Social Sciences*. https://doi.org/10.6007/ijarbss/v4-i10/1226

25. **Kwamena Minta Nyarku** (2014). Implementation of the green marketing concept: A synthesis of literature. *International Journal of Advances in Management and Economics*. https://www.academia.edu/download/37938389/Implementation_of_the_Green_Marketing_Concept_A_Synthesis_of_Literature.pdf
26. Dominic Owusu, **Kwamena M. Nyarku** (2014). Influence of Print Advertising on the Decisions of Tertiary Students to Purchase Telecom Products in the Cape Coast Metropolis: The Moderating Role of Price and Service Quality Delivery. *International Journal of Academic Research in Business and Social Sciences*. https://doi.org/10.6007/ijarbss/v4-i10/1229
27. Carl Hope Korkpoe, **Kwamena Minta Nyarku** (2013). Building an Organizational Culture that Promotes Innovation in IT Firms. *International Journal of Strategic Information Technology and Applications*. https://doi.org/10.4018/jsita.2013010101
28. **K Nyarku**, Gloria Agyapong (2011). Rediscovering SWOT analysis: The extended version. *Academic Leadership: The Online Journal (2003-2012)*. https://scholars.fhsu.edu/alj/vol9/iss2/28/
29. Nana Yaa Dufie Okyere, Gloria K.Q Agyapong, **Kwamena Minta Nyarku** (2011). The Effect of Marketing Communications on the Sales Performance of Ghana Telecom (Vodafone, Ghana). *International Journal of Marketing Studies*. https://doi.org/10.5539/ijms.v3n4p50

Books 1

1. **Nyarku, Kwamena Minta**, Oduro, Stephen (2017). Examining the Effect of Corruption and Bureaucracy on SMEs Growth in the Kumasi Metropolis of Ghana. *RePEc: Research Papers in Economics*. https://doi.org/10.18418/978-3-96043-060-5_154

Book chapters 1

1. Kojo Kakra Twum, Andrews Agya Yalley, **Kwamena Minta Nyarku**, Masud Ibrahim, Godwyn Manful (2022). Aesthetics Response to Point-of-Purchase Advertising and Purchase Intentions of Groceries. *Palgrave studies of marketing in emerging economies*. https://doi.org/10.1007/978-3-030-81337-6_10