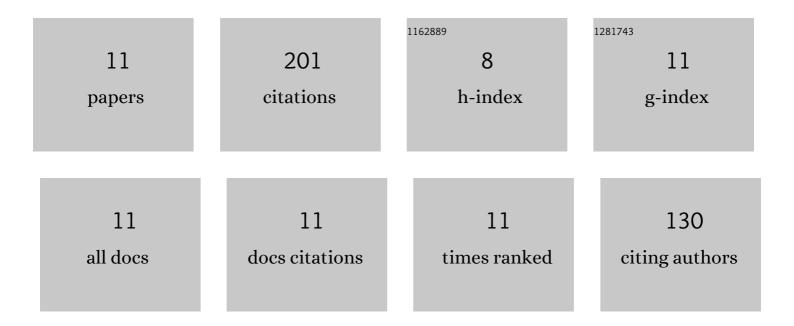
## **Raphael Odoom**

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1324124/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Examining students' satisfaction with online learning during the Covid-19 pandemic - an extended UTAUT2 approach. Journal of Further and Higher Education, 2022, 46, 988-1005.	1.4	16
2	Healthcare branding: Insights from Africa into health service customers' repeat patronage intentions. International Journal of Healthcare Management, 2021, 14, 663-675.	1.2	15
3	Digital Transformation Process and the Capability and Capacity Implications for Small and Medium Enterprises. International Journal of E-Entrepreneurship and Innovation, 2020, 10, 26-44.	0.3	22
4	Service recovery satisfaction in offline and online experiences. Marketing Intelligence and Planning, 2019, 38, 1-14.	2.1	7
5	Brand orientation and brand performance in SMEs. Management Research Review, 2019, 42, 155-171.	1.5	42
6	Branding capabilities and SME performance in an emerging market. Marketing Intelligence and Planning, 2017, 35, 473-487.	2.1	21
7	Branding and outcomes in small and medium-sized enterprises (SMEs): a resource–capability approach. Journal of Small Business and Entrepreneurship, 2017, 29, 175-192.	3.0	9
8	Branding efforts and SME performance – an empirical investigation of variations across firm sizes and business sectors. Journal of Research in Marketing and Entrepreneurship, 2017, 19, 59-76.	0.7	2
9	Brand-building efforts in high and low performing small and medium-sized enterprises (SMEs). Journal of Small Business and Enterprise Development, 2016, 23, 1229-1246.	1.6	22
10	Brand marketing programs and consumer loyalty – evidence from mobile phone users in an emerging market. Journal of Product and Brand Management, 2016, 25, 651-662.	2.6	19
11	Key drivers of automobile brand choice in subâ€Saharan Africa: the case of Ghana. Journal of Product and Brand Management, 2012, 21, 516-528.	2.6	26