

Kojo Kakra Twum

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/553771/publications.pdf>

Version: 2024-02-01

7
papers

83
citations

1684188
5
h-index

1720034
7
g-index

7
all docs

7
docs citations

7
times ranked

29
citing authors

#	ARTICLE	IF	CITATIONS
1	Intention to Vaccinate against COVID-19: a Social Marketing perspective using the Theory of Planned Behaviour and Health Belief Model. <i>Journal of Social Marketing</i> , 2021, 11, 549-574.	2.3	21
2	The relationship between individual entrepreneurial orientation, network ties, and entrepreneurial intention of undergraduate students: implications on entrepreneurial education. <i>Entrepreneurship Education</i> , 2021, 4, 39-66.	2.4	16
3	Examining students' satisfaction with online learning during the Covid-19 pandemic - an extended UTAUT2 approach. <i>Journal of Further and Higher Education</i> , 2022, 46, 988-1005.	2.5	16
4	Achieving university libraries user loyalty through user satisfaction: the role of service quality. <i>Journal of Marketing for Higher Education</i> , 2022, 32, 54-72.	3.2	13
5	The influence of Public University library service quality and library Brand image on user loyalty. <i>International Review on Public and Nonprofit Marketing</i> , 2021, 18, 207-227.	2.0	7
6	Determining mobile money service customer satisfaction and continuance usage through service quality. <i>Journal of Financial Services Marketing</i> , 2023, 28, 30-42.	3.4	6
7	Does Corporate Social Responsibility Enhance Political Marketing?. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2020, , 1-31.	1.6	4