

Robert Ebo Hinson

List of Publications by Year in descending order

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102
papers

2,299
citations

257357

24
h-index

289141

40
g-index

110
all docs

110
docs citations

110
times ranked

1419
citing authors

#	ARTICLE	IF	CITATIONS
1	Corporate social responsibility (CSR) perspectives of leading firms in Ghana. <i>Corporate Governance (Bingley)</i> , 2007, 7, 178-193.	3.2	122
2	Corporate social responsibility activity reportage on bank websites in Ghana. <i>International Journal of Bank Marketing</i> , 2010, 28, 498-518.	3.6	110
3	Strategic value and electronic commerce adoption among small and medium-sized enterprises in a transitional economy. <i>Journal of Business and Industrial Marketing</i> , 2008, 23, 395-404.	1.8	94
4	Transforming agribusiness in developing countries: SDGs and the role of FinTech. <i>Current Opinion in Environmental Sustainability</i> , 2019, 41, 1-9.	3.1	91
5	Service innovation and customer satisfaction: the role of customer value creation. <i>European Journal of Innovation Management</i> , 2018, 21, 402-422.	2.4	90
6	Market orientation, innovation and corporate social responsibility practices in Ghana's telecommunication sector. <i>Social Responsibility Journal</i> , 2012, 8, 327-346.	1.6	80
7	Antecedents and consequences of customer engagement on Facebook. <i>Journal of Research in Interactive Marketing</i> , 2019, 13, 204-226.	7.2	80
8	Corporate social responsibility (CSR) practices of foreign and local companies in Ghana. <i>Thunderbird International Business Review</i> , 2012, 54, 521-536.	0.9	64
9	Banking the poor: The role of mobiles. <i>Journal of Financial Services Marketing</i> , 2011, 15, 320-333.	2.2	60
10	E-commerce and small Ghanaian exporters. <i>Online Information Review</i> , 2006, 30, 116-138.	2.2	59
11	E-commerce and socio-economic development: conceptualizing the link. <i>Internet Research</i> , 2008, 18, 562-594.	2.7	57
12	Conceptualising corporate social responsibility (CSR) and corporate social investment (CSI): the South African context. <i>Social Responsibility Journal</i> , 2011, 7, 332-346.	1.6	52
13	Preliminary Insights into M-commerce Adoption in Ghana. <i>Information Development</i> , 2007, 23, 253-265.	1.4	49
14	Examining customer engagement and brand loyalty in retail banking. <i>International Journal of Retail and Distribution Management</i> , 2018, 46, 764-779.	2.7	47
15	The Effect of Trust, Commitment, and Conflict Handling on Customer Retention: The Mediating Role of Customer Satisfaction. <i>Journal of Relationship Marketing</i> , 2018, 17, 257-276.	2.8	44
16	Key motivations for bank patronage in Ghana. <i>International Journal of Bank Marketing</i> , 2009, 27, 381-399.	3.6	43
17	Dark tourism: Exploring tourist's experience at the Cape Coast Castle, Ghana. <i>Tourism Management Perspectives</i> , 2018, 27, 104-110.	3.2	40
18	Marketing bank services to financially vulnerable customers: evidence from an emerging economy. <i>International Journal of Bank Marketing</i> , 2021, 39, 402-428.	3.6	40

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19	The Internet and Export: Some Cross-Country Evidence from Selected African Countries. <i>Journal of Internet Commerce</i> , 2009, 8, 309-324.	3.5	37
20	Online brand personalities: An exploratory analysis of selected African countries. <i>Place Branding and Public Diplomacy</i> , 2006, 2, 118-129.	0.9	35
21	A critical analysis of the "dialogic communications" potential of sub-Saharan African Police Service websites. <i>Public Relations Review</i> , 2014, 40, 338-350.	1.9	35
22	Social Media in Marketing Communications: A Synthesis of Successful Strategies for the Digital Generation. , 2020, , 61-81.		33
23	The internet for academics: towards a holistic adoption model. <i>Online Information Review</i> , 2006, 30, 542-554.	2.2	32
24	Advancing E-Commerce Beyond Readiness in a Developing Country. <i>Journal of Electronic Commerce in Organizations</i> , 2011, 9, 1-16.	0.6	32
25	Drivers and outcomes of consumer engagement. <i>International Journal of Bank Marketing</i> , 2019, 38, 1-20.	3.6	32
26	A dialogic communications interrogation of the online brand dispositions of banks operating in Ghana. <i>International Journal of Bank Marketing</i> , 2012, 30, 508-526.	3.6	30
27	Contextual influences on new technology ventures: A study of domestic firms in Ghana. <i>Technological Forecasting and Social Change</i> , 2019, 143, 289-296.	6.2	30
28	Investigating market orientation and positioning in star-rated hotels in Ghana. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 2629-2646.	5.3	28
29	Trust and customer engagement in the banking sector in Ghana. <i>Service Industries Journal</i> , 2020, 40, 960-973.	5.0	27
30	Corporate social responsibility for women's empowerment: a study on Nigerian banks. <i>International Journal of Bank Marketing</i> , 2021, 39, 516-540.	3.6	27
31	An empirical study of perceived strategic value and adoption constructs: the Ghanaian case. <i>Management Decision</i> , 2007, 45, 1083-1101.	2.2	26
32	Brands and service quality perception. <i>Marketing Intelligence and Planning</i> , 2011, 29, 264-283.	2.1	26
33	Towards a sustainable framework for computer based health information systems (CHIS) for least developed countries (LDCs). <i>International Journal of Health Care Quality Assurance</i> , 2007, 20, 532-544.	0.2	24
34	Examining the marketing-corporate social responsibility nexus. <i>International Journal of Law and Management</i> , 2012, 54, 332-344.	0.6	24
35	Preliminary insights into the influence of mobile phones in micro-trading activities of market women in Nigeria. <i>Information Development</i> , 2014, 30, 32-50.	1.4	24
36	Sustainability reporting among Ghanaian universities. <i>Communicatio</i> , 2015, 41, 22-42.	0.2	24

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37	The effect of mobile health service quality on user satisfaction and continual usage. Total Quality Management and Business Excellence, 2021, 32, 177-198.	2.4	24
38	Online CSR reportage of award-winning versus non award-winning banks in Ghana. Journal of Information Communication and Ethics in Society, 2011, 9, 102-115.	1.0	22
39	Market orientation in a developing economy public institution. International Journal of Public Sector Management, 2012, 25, 88-102.	1.2	21
40	The internet and lawyers in Ghana: some initial qualitative perspectives. Library Review, 2007, 56, 311-322.	1.5	20
41	Customers' Perceived Risk and Trust in Using Mobile Money Services – an Empirical Study of Ghana. International Journal of E-Business Research, 2019, 15, 1-19.	0.7	20
42	E-commerce in Least Developing Countries: Summary Evidence and Implications. Journal of African Business, 2008, 9, 257-285.	1.3	19
43	Sustainable development in Ghana's gold mines: Clarifying the stakeholder's perspective. Journal of Sustainable Mining, 2019, 18, 77-84.	0.1	19
44	Market orientation and corporate social responsibility: towards an integrated conceptual framework. International Journal of Corporate Social Responsibility, 2017, 2, .	2.5	18
45	Co-creation of Value by Universities and Prospective Students: Towards an Informed Decision-Making Process. , 2020, , 17-46.		18
46	Value co-creation and employee service behaviours: The moderating role of trust in employee - hotel relationship. Journal of Retailing and Consumer Services, 2022, 66, 102898.	5.3	18
47	An interrogation of the dialogic potential of insurance firm websites in Ghana. Information Development, 2014, 30, 59-69.	1.4	17
48	Internationalizing SME Nontraditional Exporters and Their Internet Use Idiosyncrasies. Perspectives on Global Development and Technology, 2005, 4, 229-244.	0.2	16
49	A Reconceptualization of Entrepreneurial Orientation in an Emerging Market Insurance Company. Journal of African Business, 2013, 14, 202-214.	1.3	16
50	Internet adoption amongst final year students in Ghana's oldest business school. Library Review, 2006, 55, 314-323.	1.5	15
51	Political Marketing Strategies in Africa: Expert Opinions of Recent Political Elections in Ghana. Journal of African Business, 2010, 11, 201-218.	1.3	15
52	Children's Attitudinal Reactions to TV Advertisements: The African Experience. International Journal of Market Research, 2012, 54, 543-566.	2.8	15
53	Perceived Benefits and Management Commitment to E-business Usage in selected Ghanaian Tourism Firms. Electronic Journal of Information Systems in Developing Countries, 2007, 31, 1-18.	0.9	14
54	Internet Adoption among Ghana's SME Non-Traditional Exporters. Africa Insight, 2005, 35, .	0.1	14

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55	The value chain and e-business in exporting: Case studies from Ghana's non-traditional export (NTE) sector. <i>Telematics and Informatics</i> , 2010, 27, 323-340.	3.5	13
56	Determinants of Bank Selection: A Study of Undergraduate Students in the University of Ghana. <i>Journal of Service Science and Management</i> , 2013, 06, 197-205.	0.4	13
57	Enhancing service firm performance through customer involvement capability and innovativeness. <i>Management Research Review</i> , 2018, 41, 1271-1289.	1.5	13
58	The moderating role of demographic variables on customer expectations in airport retail patronage intentions of travellers. <i>Journal of Retailing and Consumer Services</i> , 2020, 54, 102033.	5.3	13
59	Benefitting from alter resources: network diffusion and SME survival. <i>Journal of Small Business and Entrepreneurship</i> , 2019, 31, 141-158.	3.0	12
60	Competing with Marketing Channels and Logistics in Africa's Booming Markets: An Investigation of Emerging Supply Chain Management Practices in Ghana. <i>Journal of Marketing Channels</i> , 2015, 22, 137-152.	0.4	11
61	Accounting for the transitions after entrepreneurial business failure: An emerging market perspective. <i>Structural Change and Economic Dynamics</i> , 2019, 50, 148-158.	2.1	11
62	The effect of brand heritage in tourists' intention to revisit. <i>Journal of Hospitality and Tourism Insights</i> , 2022, 5, 886-904.	2.2	10
63	Exploring the dialogic communication potential of selected African destinations' place websites. <i>Journal of Business Research</i> , 2020, 116, 690-698.	5.8	9
64	Positioning strategies of foreign and indigenous firms in an African cultural milieu. <i>Journal of Business Research</i> , 2020, 119, 627-638.	5.8	8
65	Service recovery satisfaction in offline and online experiences. <i>Marketing Intelligence and Planning</i> , 2019, 38, 1-14.	2.1	7
66	E-Business Triggers. <i>Journal of Electronic Commerce in Organizations</i> , 2007, 5, 55-69.	0.6	7
67	B2b inter-organisational digitalisation strategies. <i>Journal of Research in Interactive Marketing</i> , 2009, 3, 244-261.	0.4	6
68	Internationalisation and branding strategy. <i>Qualitative Market Research</i> , 2020, 23, 747-766.	1.0	6
69	Critical prerequisites for Covid-19 vaccine acceleration: A developing economy perspective. <i>Journal of Public Affairs</i> , 2021, 21, e2723.	1.7	6
70	Corporate social responsibility (CSR) reportage on websites and in annual reports: The case of CAL bank in Ghana. <i>Corporate Ownership and Control</i> , 2011, 8, 190-202.	0.5	6
71	Determining mobile money service customer satisfaction and continuance usage through service quality. <i>Journal of Financial Services Marketing</i> , 2023, 28, 30-42.	2.2	6
72	The Relationship between CSR and CBBE in Sub-Saharan Africa: The Moderating Role of Customer Perceived Value. <i>Journal of African Business</i> , 2022, 23, 1088-1108.	1.3	6

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73	Information systems development: where does knowledge lie and how does learning occur?. Development and Learning in Organizations, 2008, 22, 18-20.	0.3	4
74	E-business financing: preliminary insights from a developing economy context. Journal of Information Communication and Ethics in Society, 2008, 6, 196-215.	1.0	4
75	West African Immigrants' Perceptions of Advertising in General and Impact on Buying Decisions. Journal of International Consumer Marketing, 2012, 24, 168-185.	2.3	4
76	Corporate social responsibility and international business: examining the nexus and gaps from a developing economy perspective. International Journal of Corporate Social Responsibility, 2017, 2, .	2.5	4
77	Managing market innovation for competitive advantage: how external dynamics hold sway for financial services. International Journal of Financial Services Management, 2018, 9, 70.	0.1	4
78	Does Corporate Social Responsibility Enhance Political Marketing?. Journal of Nonprofit and Public Sector Marketing, 2020, , 1-31.	0.9	4
79	The effect of foreign market knowledge on SME export performance: a study of non-traditional SMEs in Ghana. Global Knowledge, Memory and Communication, 2022, 71, 546-563.	0.9	4
80	Export and the Internet in Ghana: A Small and Medium Enterprise Exporter Benefit Model. Nigerian Journal of Natural Products and Medicine, 2005, 9, .	0.0	4
81	Towards a Conceptualization of Entrepreneurship. Journal of Research in Marketing and Entrepreneurship, 2007, 9, 89-101.	0.7	3
82	Value co-creation effects on transaction cost, relational capital, and loyalty of hair salon customers: Results and implications of a Ghanaian study. Journal of Psychology in Africa, 2020, 30, 217-224.	0.3	3
83	Examining the link between social capital, knowledge quality, SMEs innovativeness and performance. Business Information Review, 2020, 37, 167-175.	0.4	3
84	The relationship between social interactions, trust, business network, external knowledge access and performance: a study of SMEs in Ghana. VINE Journal of Information and Knowledge Management Systems, 2022, 52, 633-649.	1.2	3
85	Viewpoint: plotting a way forward for service research in and out of Africa. Journal of Services Marketing, 2022, 36, 450-460.	1.7	3
86	Internet Use Patterns amongst Internationalizing Ghanaian Exporters. Electronic Journal of Information Systems in Developing Countries, 2007, 29, 1-14.	0.9	2
87	Using the Analytical Hierarchy Process Framework to Study Bank Selection Criteria of Students in Institute of Professional Studies in Ghana. Journal of Management and Strategy, 2013, 4, .	0.1	2
88	Dialogic features of brand South Africa's website and tourists' intentions to visit. European Business Review, 2019, 31, 569-584.	1.9	2
89	Perceptions of Internet Usefulness amongst Non-Traditional Exporters in Ghana. Journal of Business International, 2005, 2, .	0.0	2
90	Market Orientation in the Public Sector: The Perspective from an Emerging Economy. Palgrave Studies of Public Sector Management in Africa, 2022, , 17-45.	0.2	2

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91	Types of Corporate Social Responsibility Initiatives as Response to COVID-19 Pandemic in Emerging Economies. Palgrave Studies of Marketing in Emerging Economies, 2021, , 161-192.	0.8	2
92	Cultivating social capital: an exploratory analysis of business postgraduates in Ghana. Education and Training, 2021, ahead-of-print, .	1.7	1
93	CHALLENGES OF INTERNET ADOPTION OF BANKS IN GHANA. , 2009, , 345-360.		0
94	Corporate Social Responsibility in Africa Robert Ebo Hinson. Communicatio, 2019, 45, 1-3.	0.2	0
95	Investigating the Dialogic Communications Potential of the Botswana Trade and Investment Centre Website for Destination Branding. Journal for Labour Market Research, 2021, , 89-106.	0.6	0
96	Strategy in the Business-to-Business Market. , 2021, , 31-53.		0
97	Building Brand and Customer Loyalty in an African Business-to-Business Context. , 2021, , 217-230.		0
98	Social Media Technologies and Export Marketing. , 2020, , 83-102.		0
99	Exploring Factors Influencing Student Choice in Africa: Introduction to Edited Collection. , 2020, , 3-13.		0
100	Student University Choice Making in Africa: Emerging Challenges, Opportunities and Agenda for Research, Practice and Policy. , 2020, , 397-413.		0
101	Advancing E-Commerce Beyond Readiness in a Developing Country. , 0, , 1-17.		0
102	Potential symbiotic Sino-African relations and policymaking. , 2020, , 53-73.		0