

Robert Ebo Hinson

List of Publications by Year in descending order

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Version: 2024-02-01

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	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
2	The relationship between social interactions, trust, business network, external knowledge access and performance: a study of SMEs in Ghana. <i>VINE Journal of Information and Knowledge Management Systems</i> , 2022, 52, 633-649.	1.2	3
3	The effect of foreign market knowledge on SME export performance: a study of non-traditional SMEs in Ghana. <i>Global Knowledge, Memory and Communication</i> , 2022, 71, 546-563.	0.9	4
4	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
5	Market Orientation in the Public Sector: The Perspective from an Emerging Economy. <i>Palgrave Studies of Public Sector Management in Africa</i> , 2022, , 17-45.	0.2	2
6	Value co-creation and employee service behaviours: The moderating role of trust in employee - hotel relationship. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102898.	5.3	18
7	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
8	Viewpoint: plotting a way forward for service research in and out of Africa. <i>Journal of Services Marketing</i> , 2022, 36, 450-460.	1.7	3
9	The effect of mobile health service quality on user satisfaction and continual usage. <i>Total Quality Management and Business Excellence</i> , 2021, 32, 177-198.	2.4	24
10	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
11	Investigating the Dialogic Communications Potential of the Botswana Trade and Investment Centre Website for Destination Branding. <i>Journal for Labour Market Research</i> , 2021, , 89-106.	0.6	0
12	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
13	Strategy in the Business-to-Business Market. , 2021, , 31-53.		0
14	Building Brand and Customer Loyalty in an African Business-to-Business Context. , 2021, , 217-230.		0
15	Critical prerequisites for Covid-19 vaccine acceleration: A developing economy perspective. <i>Journal of Public Affairs</i> , 2021, 21, e2723.	1.7	6
16	Cultivating social capital: an exploratory analysis of business postgraduates in Ghana. <i>Education and Training</i> , 2021, ahead-of-print, .	1.7	1
17	Types of Corporate Social Responsibility Initiatives as Response to COVID-19 Pandemic in Emerging Economies. <i>Palgrave Studies of Marketing in Emerging Economies</i> , 2021, , 161-192.	0.8	2
18	Exploring the dialogic communication potential of selected African destinations' place websites. <i>Journal of Business Research</i> , 2020, 116, 690-698.	5.8	9

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19	Trust and customer engagement in the banking sector in Ghana. <i>Service Industries Journal</i> , 2020, 40, 960-973.	5.0	27
20	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
21	Value co-creation effects on transaction cost, relational capital, and loyalty of hair salon customers: Results and implications of a Ghanaian study. <i>Journal of Psychology in Africa</i> , 2020, 30, 217-224.	0.3	3
22	Does Corporate Social Responsibility Enhance Political Marketing?. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2020, , 1-31.	0.9	4
23	Internationalisation and branding strategy. <i>Qualitative Market Research</i> , 2020, 23, 747-766.	1.0	6
24	Examining the link between social capital, knowledge quality, SMEs innovativeness and performance. <i>Business Information Review</i> , 2020, 37, 167-175.	0.4	3
25	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
26	Social Media in Marketing Communications: A Synthesis of Successful Strategies for the Digital Generation. , 2020, , 61-81.		33
27	Social Media Technologies and Export Marketing. , 2020, , 83-102.		0
28	Co-creation of Value by Universities and Prospective Students: Towards an Informed Decision-Making Process. , 2020, , 17-46.		18
29	Exploring Factors Influencing Student Choice in Africa: Introduction to Edited Collection. , 2020, , 3-13.		0
30	Student University Choice Making in Africa: Emerging Challenges, Opportunities and Agenda for Research, Practice and Policy. , 2020, , 397-413.		0
31	Potential symbiotic Sino-African relations and policymaking. , 2020, , 53-73.		0
32	Benefitting from alter resources: network diffusion and SME survival. <i>Journal of Small Business and Entrepreneurship</i> , 2019, 31, 141-158.	3.0	12
33	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
34	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
35	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
36	Customers' Perceived Risk and Trust in Using Mobile Money Servicesâ€”an Empirical Study of Ghana. <i>International Journal of E-Business Research</i> , 2019, 15, 1-19.	0.7	20

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37	Antecedents and consequences of customer engagement on Facebook. <i>Journal of Research in Interactive Marketing</i> , 2019, 13, 204-226.	7.2	80
38	Sustainable development in Ghana's gold mines: Clarifying the stakeholder's perspective. <i>Journal of Sustainable Mining</i> , 2019, 18, 77-84.	0.1	19
39	Drivers and outcomes of consumer engagement. <i>International Journal of Bank Marketing</i> , 2019, 38, 1-20.	3.6	32
40	Dialogic features of brand South Africa's website and tourists' intentions to visit. <i>European Business Review</i> , 2019, 31, 569-584.	1.9	2
41	Service recovery satisfaction in offline and online experiences. <i>Marketing Intelligence and Planning</i> , 2019, 38, 1-14.	2.1	7
42	Corporate Social Responsibility in Africa Robert Ebo Hinson. <i>Communicatio</i> , 2019, 45, 1-3.	0.2	0
43	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
44	Managing market innovation for competitive advantage: how external dynamics hold sway for financial services. <i>International Journal of Financial Services Management</i> , 2018, 9, 70.	0.1	4
45	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
46	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
47	Enhancing service firm performance through customer involvement capability and innovativeness. <i>Management Research Review</i> , 2018, 41, 1271-1289.	1.5	13
48	Dark tourism: Exploring tourist's experience at the Cape Coast Castle, Ghana. <i>Tourism Management Perspectives</i> , 2018, 27, 104-110.	3.2	40
49	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
50	Market orientation and corporate social responsibility: towards an integrated conceptual framework. <i>International Journal of Corporate Social Responsibility</i> , 2017, 2, .	2.5	18
51	Corporate social responsibility and international business: examining the nexus and gaps from a developing economy perspective. <i>International Journal of Corporate Social Responsibility</i> , 2017, 2, .	2.5	4
52	Sustainability reporting among Ghanaian universities. <i>Communicatio</i> , 2015, 41, 22-42.	0.2	24
53	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
54	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

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55	An interrogation of the dialogic potential of insurance firm websites in Ghana. <i>Information Development</i> , 2014, 30, 59-69.	1.4	17
56	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
57	A Reconceptualization of Entrepreneurial Orientation in an Emerging Market Insurance Company. <i>Journal of African Business</i> , 2013, 14, 202-214.	1.3	16
58	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
59	Using the Analytical Hierarchy Process Framework to Study Bank Selection Criteria of Students in Institute of Professional Studies in Ghana. <i>Journal of Management and Strategy</i> , 2013, 4, .	0.1	2
60	West African Immigrants' Perceptions of Advertising in General and Impact on Buying Decisions. <i>Journal of International Consumer Marketing</i> , 2012, 24, 168-185.	2.3	4
61	Market orientation in a developing economy public institution. <i>International Journal of Public Sector Management</i> , 2012, 25, 88-102.	1.2	21
62	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
63	Examining the marketing-corporate social responsibility nexus. <i>International Journal of Law and Management</i> , 2012, 54, 332-344.	0.6	24
64	Children's Attitudinal Reactions to TV Advertisements: The African Experience. <i>International Journal of Market Research</i> , 2012, 54, 543-566.	2.8	15
65	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
66	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
67	Advancing E-Commerce Beyond Readiness in a Developing Country. <i>Journal of Electronic Commerce in Organizations</i> , 2011, 9, 1-16.	0.6	32
68	Online CSR reportage of award-winning versus non award-winning banks in Ghana. <i>Journal of Information Communication and Ethics in Society</i> , 2011, 9, 102-115.	1.0	22
69	Brands and service-quality perception. <i>Marketing Intelligence and Planning</i> , 2011, 29, 264-283.	2.1	26
70	Banking the poor: The role of mobiles. <i>Journal of Financial Services Marketing</i> , 2011, 15, 320-333.	2.2	60
71	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
72	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

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73	Corporate social responsibility activity reportage on bank websites in Ghana. <i>International Journal of Bank Marketing</i> , 2010, 28, 498-518.	3.6	110
74	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
75	Political Marketing Strategies in Africa: Expert Opinions of Recent Political Elections in Ghana. <i>Journal of African Business</i> , 2010, 11, 201-218.	1.3	15
76	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
77	Key motivations for bank patronage in Ghana. <i>International Journal of Bank Marketing</i> , 2009, 27, 381-399.	3.6	43
78	B2b inter-organisational digitalisation strategies. <i>Journal of Research in Interactive Marketing</i> , 2009, 3, 244-261.	0.4	6
79	CHALLENGES OF INTERNET ADOPTION OF BANKS IN GHANA. , 2009, , 345-360.		0
80	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
81	E-commerce in Least Developing Countries: Summary Evidence and Implications. <i>Journal of African Business</i> , 2008, 9, 257-285.	1.3	19
82	E-commerce and socio-economic development: conceptualizing the link. <i>Internet Research</i> , 2008, 18, 562-594.	2.7	57
83	Information systems development: where does knowledge lie and how does learning occur?. <i>Development and Learning in Organizations</i> , 2008, 22, 18-20.	0.3	4
84	E-business financing: preliminary insights from a developing economy context. <i>Journal of Information Communication and Ethics in Society</i> , 2008, 6, 196-215.	1.0	4
85	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
86	Towards a Conceptualization of Entrepreneurship. <i>Journal of Research in Marketing and Entrepreneurship</i> , 2007, 9, 89-101.	0.7	3
87	Corporate social responsibility (CSR) perspectives of leading firms in Ghana. <i>Corporate Governance (Bingley)</i> , 2007, 7, 178-193.	3.2	122
88	Preliminary Insights into M-commerce Adoption in Ghana. <i>Information Development</i> , 2007, 23, 253-265.	1.4	49
89	Internet Use Patterns amongst Internationalizing Ghanaian Exporters. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2007, 29, 1-14.	0.9	2
90	Perceived Benefits and Management Commitment to E-business Usage in selected Ghanaian Tourism Firms. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2007, 31, 1-18.	0.9	14

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91	The internet and lawyers in Ghana: some initial qualitative perspectives. <i>Library Review</i> , 2007, 56, 311-322.	1.5	20
92	An empirical study of perceived strategic value and adoption constructs: the Ghanaian case. <i>Management Decision</i> , 2007, 45, 1083-1101.	2.2	26
93	E-Business Triggers. <i>Journal of Electronic Commerce in Organizations</i> , 2007, 5, 55-69.	0.6	7
94	The internet for academics: towards a holistic adoption model. <i>Online Information Review</i> , 2006, 30, 542-554.	2.2	32
95	Online brand personalities: An exploratory analysis of selected African countries. <i>Place Branding and Public Diplomacy</i> , 2006, 2, 118-129.	0.9	35
96	Internet adoption amongst final year students in Ghana's oldest business school. <i>Library Review</i> , 2006, 55, 314-323.	1.5	15
97	E-business and small Ghanaian exporters. <i>Online Information Review</i> , 2006, 30, 116-138.	2.2	59
98	Internationalizing SME Nontraditional Exporters and Their Internet Use Idiosyncrasies. <i>Perspectives on Global Development and Technology</i> , 2005, 4, 229-244.	0.2	16
99	Internet Adoption among Ghana's SME Non-Traditional Exporters. <i>Africa Insight</i> , 2005, 35, .	0.1	14
100	Perceptions of Internet Usefulness amongst Non-Traditional Exporters in Ghana. <i>Animal Research International</i> , 2005, 2, .	0.0	2
101	Export and the Internet in Ghana: A Small and Medium Enterprise Exporter Benefit Model. <i>Nigerian Journal of Natural Products and Medicine</i> , 2005, 9, .	0.0	4
102	Advancing E-Commerce Beyond Readiness in a Developing Country. , 0, , 1-17.		0