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2022/2023 Academic Year

Research Output

AFFILIATIONS:

Association of African Business Schools





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GIMPA BUSINESS SCHOOL



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GIMPA
AERIAL VIEW





Ag. DEAN'S MESSAGE



Prof. Ebenezer Adaku, PhD

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I am pleased to share with you the abstracts of the research output of our outstanding faculty at the GIMPA Business School (GBS) for the 2022/2023 academic year. We at the GBS understand that in this era of innovation and dynamic market environments, the only anchor for businesses, managers and policy makers is research. We therefore engage relevant stakeholders and embark on impactful research.

As one of the leading Business Schools in Ghana and the West African sub-region, we emphasize the role of research and the insights it offers our cherished stakeholders. This objective is made possible by our highly qualified faculty equipped with state-of-the-art knowledge in their respective disciplines and utilizing diverse research methods encompassing theoretical models and empirical analysis of field data. By way of research, our exceptional faculty are exploring and expanding the frontiers of knowledge in business, management and entrepreneurial practice. They do this by collaborating with leading researchers and institutions in Africa, Europe, North America and Asia.

This research output focuses on three broad areas. First, accounting and finance where research strands including sustainability in accounting; ethical issues in accounting; and the role of taxation and finance in national development are

explored. Second, business management with special focus on sustainability of management education and training; effective strategies for supermarket chains and contemporary retail marketing in emerging economies; and models for promoting entrepreneurship in developing economy environments. Third, management science where project health and safety; sustainable supply chain management; and strategies for effective project scope management in less developed countries are investigated.

In this regard, whether you are a senior administrator in an academic institution, particularly business and management school; a manager or owner of a business enterprise; policy maker or senior public official, the insights offered by this research output will offer the opportunity to reflect on your performance and enhance the quality of your decision making. Interested readers can follow the respective links of the articles for detailed and full information.

In the coming years, we aim to sharpen our research capabilities as a School, engage deeply and continue to produce cutting-edge research that will underpin the success of our stakeholders. This way, we will not only make ourselves relevant in our environment but also be blazing the trail of impact in the society. Feel free and enjoy the reading!



CHAIR OF GIMPA BUSINESS SCHOOL RESEARCH AND PUBLICATION COMMITTEE'S MESSAGE

Dr. Francis Atsu, PhD

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GIMPA Business School's Research and Publication Committee, serving doctoral candidates and faculty members, played a pivotal role in fostering a culture of research excellence in the 2022/2023 academic year. During this period, the Committee organized a series of impactful events including research seminars and doctoral colloquia, providing a platform for intellectual exchanges and collaborations.

The GIMPA Business School at the beginning of 2023 recognized the need to enhance its research and publication strategies and output. In response, department-level research and publication committees were established to facilitate focused research presentations and streamline efforts. Further, I am delighted to indicate that the Research and Publication Committee of GIMPA Business School underwent significant restructuring and rebranding. The Committee's renewed focus is hinged on promoting knowledge sharing and experiences between the global south and north. As a result, the School success-

fully hosted Professor David Ansong, a Kuralt Distinguished Associate Professor at the University of North Carolina-Chapel Hill on its flagship Research Seminar Series platform.

With this strategic restructuring and positioning, we hope to see enhanced research quality and output over the coming years.

I would like to extend my profound gratitude to the Committee members and the Ag Dean of the GIMPA Business School for their unwavering support. Together, we aim to contribute to the advancement of research and knowledge dissemination in the School, nation and the world at large.

Thank you for your dedication and commitment to our shared goals.



ACKNOWLEDGEMENTS

The GIMPA Business School would like to thank the hardworking faculty and administrators at the School; Management of GIMPA; students; national and international academic institution collaborators; and all other stakeholders for their support to the research efforts of the School.

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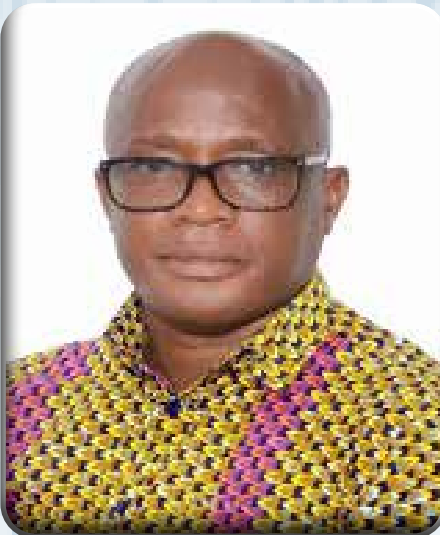
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ACCOUNTING AND FINANCE CATEGORY

A qualitative examination of how accountability manifests itself in a circular economy

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Abstract

Accountability within the framework of circular economy (CE) is unknown even though the concept of CE is increasingly gaining momentum among governments, policymakers and academics. The purpose of this study is to investigate how accountability expresses itself in the CE. This study draws on the institutional logics theory and adopted an exploratory qualitative study aimed at eliciting stakeholders' perspectives on how accountability manifests in the context of CE. Data was collected through semi-structured interviews of cross section of Ghanaians. Respondents were recruited using the purposeful sampling method, and data saturation was reached with 35 respondents. Concurrent data collection and analysis were carried out, and emerging themes were investigated as the research progressed. The results indicate that accountability manifestations take on a variety of forms and shapes through both formal and informal processes within the circularity space. The specific areas of accountability manifestations are through the social system embedded in the society, through the organization's responsibility and transparency, through regular reporting to stakeholders using appropriate metrics, through agency and answerability to relevant stakeholders and through governance systems embedded within social interaction. Additionally, this study discovered that accountability manifestations would contribute to the firm's sustainability by enhancing competitive advantage through stakeholder engagement, improving risk management and promoting creativity and innovation. Given an apparent gap in the literature on circularity and accountability, as well as a call for further studies on the reflections of accountability within the CE, this study provides empirical evidence to fill these gaps.

Keywords: Accountability Circular Economy Sustainability Institutional Logiocs Ghana

© Journal of Global Responsibility

For further reading: <https://doi.org/10.1108/JGR-12-2021-0107>

Ethical decision-making of tax accountants: examining the relative effect of religiosity, re-enforced tax ethics education and professional experience

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Abstract

This paper investigates the relative effect of re-enforced tax ethics education (RTEE), religious commitment and professional experience on ethical decision-making (EDM). Survey data from 356 tax accountants were analysed using the partial least square structural equation modelling technique. The study found that intra-religious commitment predicts EDM, but inter-personal religious commitment does not predict EDM. Further, all three examined variables concurrently influence EDM, but RTEE is the most influential EDM variable. The findings of this study should energise tax practice organisations to re-enforce tax ethics education among their officers and guide the assignment of officers to ethically sensitive tax engagements. The paper contributes to Kant's theory of morality.

Keywords: Ethical decision-making religiosity re-enforced tax education
tax accountant ethics

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Management

For further reading: <https://www.tandfonline.com/doi/full/10.1080/23311975.2022.2149148>

Ethical tax decision-making: Evaluating the effects of organizational prestige valuations and tax accountants' financial situation

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Abstract

This study investigates the interactive influence of two dimensions of perceived organizational prestige (POP) on ethical decision-making (EDM). The study also examines the moderating effect of the decision-maker's financial situation on the POP-EDM relationship. A Survey data from 356 tax accountants in two public-interest organizations were analysed using partial least square structural equation modelling. The study found that perceived external prestige (PEP) dimension of POP predicts EDM. Self-perceived prestige (SPP) dimension of prestige does not directly predict EDM but is a significant antecedent of PEP. Furthermore, decision-maker's financial situation does not moderate PEP-EDM relationship. The paper holds implications for image-building policies for public-interest organizations. Towards improving EDM, the paper recommends for organizations to focus on PEP-enhancing programs. This paper is foremost in establishing POP-EDM relationship. Further, the paper contributes to social identity theory by examining the EDM effect of both social identity motivations and potential ethical pressures on tax accountants.

Keywords: Perceived organizational prestige Ethical decision-making Financial situation
Social identity theory

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For further reading: <https://doi.org/10.1080/23311975.2022.2149148>

Pensions and retirement systems research: A retrospective assessment from 1910 to 2022 using bibliometric analysis

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Abstract

“This study aims to present a bibliometric analysis of research on pensions and retirement systems over the past 100 years. The study examines the intellectual structure and mapping in the field of pension and retirement; uncovers growth and publication patterns; identifies thematic areas in the pension domain; provides analysis of gaps; and recommends direction for future research. Design/methodology/approach – The study sourced data from the Scopus database between 1910 and 2022 covering a 112-year period. Employing bibliometric techniques, a total of 6,661 papers were selected and analyzed using SPSS and VOSviewer software. Findings – Results from the cluster analysis suggest research in this domain has focused on five thematic areas namely pension plans, retirement systems, pension schemes, demographic, and socio-economic determinants of pension and retirement decisions. The authors show from the overlay visualization output how these themes have evolved within the period under review. The study further presents major developments, conclusions and suggestions for future research directions based on insights obtained from the research themes to enrich the field of pension and retirement planning. Research limitations/implications – The study is useful for informing researchers and practitioners on the state of the pension domain, and findings are useful avenues in developing the research field. Originality/value – The study adds to existing literature on pension and retirement by offering an analysis of the state of pension research over a century and highlighting areas for future research.

Keywords: Pensions Retirement planning Pension schemes

© Journal of Economic Studies

For further reading: <https://doi.org/10.1080/23311975.2022.2149148>

“What drives the attainment of goals of ethical education in higher institutions? The perception of professional accountants and accounting educators”

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Abstract

Purpose – This study examines the impact of ethics education interventions (EEI) on attaining ethical education goals in higher institutions. **Design/methodology/approach** – The study utilizes a survey method, with questionnaires distributed to accounting instructors from universities and professional accountants in Ghana. The empirical analysis is based on 417 valid responses, and the hypothesized relationships are tested using ordinary least square (OLS) regression. **Findings** – The results indicate that ethics-related courses (ERC), methods of teaching ethics (MTE) and methods of ethics interventions (MEI) have a positive and significant impact on achieving the objective set for EEI in accounting programs. **Research limitations/implications** – This study provides valuable insights for accounting educators and professional body managers in developing accounting ethics curricula in universities and professional accounting institutions. **Originality/value** – This study involves accounting educators and professionals and applies ethical theories of egoism, deontology and utilitarianism to demonstrate the role of ethical interventions in accounting programs in achieving set objectives from a developing country context.

Keywords: Ethics education interventions Accounting programs Professional bodies
Accountants Developing country Accounting educators

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The long-run validity of PPP in some major advanced and emerging countries using alternative approach

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Abstract

We examine whether the long-run validity of PPP holds in some major advanced and developing economies. The study employed the smooth time-varying cointegration (TVC) and time-varying detrended fluctuation analysis (DFA) methodology has not been used in any research paper regarding the long-run validity of PPP. Using both the US and Japan as base countries, the empirical results from the univariate unit root tests show that PPP holds for the two countries under study. The results of the VAR model all confirmed the validity of PPP in these countries. The results of the TVC show that long-run PPP holds for most countries. The results of DFA, the Hurst exponents for real exchange rates (RERs) in absolute values showed that the Hurst exponent is greater than 0.5 in any country, thus persistence and not mean-reverting but in a rolling window form RERs provide inconclusively. Overall, regarding policy, our study suggests that PPP can be used to determine the equilibrium exchange rate for most of the countries under study

Keywords: Purchasing power parity Unit root test Real exchange rate TVC model
Johansen's test

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For further reading: <https://doi.org/10.1080/23322039.2023.2243174>

Tax efforts and tax evasion–economic development Nexus. Does institutional quality matter?

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Abstract

As a result of the failure to meet tax collection targets, policymakers, economists, and financiers have focused their attention in recent years on how a country's tax effort has been employed to combat tax evasion and maximise tax collections for economic growth. The study looked at the nexus between tax efforts, tax evasion, and economic development, as well as the effect of institutional quality on moderating the nexus in Ghana. The maximum likelihood (ML) estimation and structural equation modelling (SEM) techniques were used in the study to analyse a sample of quartered data from 1996 to 2020. Testing the hypotheses reveals that both tax efforts and tax evasion have negative effects on the economic freedom of the world index (EFWI) but positive effects on urbanisation. A test of the third hypothesis shows that institutional quality moderates tax evasion in Ghana in order to influence economic development. The findings imply that the idea that tax evasion is bad for an economy or that tax efforts drive domestic revenue mobilisation is based mainly on prima facie evidence. Tax efforts such as tax amnesty may appear to compliant taxpayers as an incentive for tax evaders, which could affect their compliance. The adoption of the tax efforts index measure to examine its econometric impact on economic development is one of the pioneering attempts in the field. The study recommends well-thought-out strategies to ensure that tax efforts achieve their intended goals.

Keywords: Tax efforts Tax evasion Economic development Ghana Institutional quality

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For further reading: <https://doi.org/10.1080/23322039.2023.2243174>

Financial development and innovation: Do institutions and human capital matter?

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Abstract

This paper explores the dynamic link between financial development and innovation, while accounting for human capital and institutional quality for 29 OECD countries spanning 40 years (1980-2019). The findings based on Generalized Method of Moments (GMM) and the Fully Modified Ordinary Least Squares (FMOLS) estimators show that trade, institutional quality, human capital and financial development promote innovation activities, while foreign direct investment has the opposite effect. Further, the findings show a non-linear relationship between finance and innovation.

Keywords: Innovation Financial development OECD Human Capital
Institutional quality

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BUSINESS MANAGEMENT CATEGORY

Using Technology To Teach Business Courses in Ghana: Managerial Practice Implications

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Abstract

The need for technology-oriented instruction in business schools is vital for both national development and corporate competitive advantage. The COVID-19 school closures have highlighted this importance. While several studies have described the diverse types of technologies business schools in African countries use for classroom instruction, relatively few have specifically focused on their practical managerial implications. Consequently, this chapter first sought to find out what type of technology is being used to teach business courses in universities in West Africa. We carried out a survey with professors, lecturers, and students in the business schools in two leading universities in Ghana. The survey found that while laptops are much used in teaching, other technologies, such as smart phones are relatively less used. The survey's respondents highlight the challenges associated with using technology in the business schools and make recommendations for improving its use. We highlight several managerial practice implications of the study. Specifically, we focus on how the current technology being used could have managerial practical implications on planning, organizing, leading and control in organizations.

Keywords: Technology-oriented instruction Business Schools Classroom instruction
Covid-19 Ghana

© Book Chapter- In Managerial Practice Issues in Strategy and Organization

For further reading: <https://books.google.com.gh/books?hl=en&lr=&id=cy2iEAAAQBAJ&oi=fnd&pg=PA295&dq=grace+abban-ampiah+2022&ots=-gUvX>

Towards a framework for the promotion of business management graduate employability: an extended CareerEDGE model

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Abstract

“This paper builds on the dominant employability model by Dacre Pool and Sewell – CareerEDGE model by developing an extended CareerEDGE model for embedding, evaluating and monitoring employability skills relevant to undergraduate students. Drawing on the current literature on employability, the ‘Extended CareerEDGE Model’ is developed by formulating a measurement framework. Elements of the extended model and framework are discussed and their inclusion is justified on the basis of existing research. The model extends the CareerEDGE model by facilitating the inclusion of entrepreneurship knowledge and skills as student entrepreneurial orientation to engender the requisite entrepreneurial mindset to address the need for intrapreneurial and entrepreneurial skills required to operate in the business environment. The study validates the Extended CareerEDGE Model of graduate employability with responses from 947 students engaged in a core employability-embedded business school undergraduate programme. The study confirms a positive relationship between student entrepreneurial orientation with employability reflection and evaluation. Also, the results confirm a positive relationship between Students’ Achievement Orientation with Career Development Learning. A similar positive relationship was established between Students’ Achievement Orientation and Degree Subject Knowledge as well as the acquisition of Generic Skills. Additionally, student Learning Orientation positively influences Career Development Learning, Degree Subject Knowledge and Generic Skills acquisition. The extended CareerEDGE model succinctly informs the planning of programmes and structured interventions on employability essentials for students, administrators and academics.

Keywords: Graduate employability CareerEDGE model Entrepreneurial orientation
Higher education Structural equation modelling

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For further reading: <https://doi.org/10.1080/03075079.2023.2176481>



Promoting global well-being through fairtrade food: the role of international exposure

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Abstract

Social preference theory highlights an alternative explanation for consumption choices that are not consistent with rational economic decision making. In the current research, social preference theorizing is advanced by highlighting consumers' exposure to developing countries (international exposure) as a factor that increases disposition to support fairtrade. The study shows that internationally exposed consumers through direct and indirect means demonstrate social concern by engaging in fairtrade food purchasing behaviour. Managers employing social preference appeals could prioritise internationally exposed consumers and heighten perceptions of equality restoration for a global reference group. The results imply that fairtrade marketers and public policymakers should highlight the benefits of fairtrade products to promote global equity.

Keywords: Social preference International exposure Global reference group
Ethical products Fairtrade food

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Contemporary Retail Marketing in Emerging Economies: The Case of Ghana's Supermarket Chains

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Abstract

This book highlights the development of retail marketing in developing economies and presents this sector as a major area of growth and business opportunity. With a special focus on supermarket chains, the authors show that the advancement of technology and infrastructure means that there are now increased electronic capabilities for data collection, giving retailers more opportunities to pursue micro and macro-marketing strategies. The authors explain the evolution of this new era of marketing and the associated impact on all stakeholders, especially consumers. Taking the example of Ghana, which is considered a leader among African nations in the use of loyalty cards, the authors are able to set a benchmark for other emerging countries, especially those that are experiencing similar trends. The book is a valuable resource for students, researchers and foreign companies wishing to expand their knowledge of the marketing strategies employed by emerging economies in Sub-Saharan Africa

Keywords: Customer loyalty Contemporary marketing Africa consumer insight
Developing countries

© Book: Palgrave Studies of Marketing in Emerging Economies,
Palgrave Macmillan, Cham.

For further reading: <https://doi.org/10.1007/978-3-031-11661-2>

Introduction to Contemporary Retail Marketing in Emerging Economies: Ghana's Supermarket Chains

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Abstract

The book is introduced by laying emphasis on the dynamic feature of modern retail marketing and supermarket loyalty cards programme from global and emerging markets perspectives. Then, an exemplar gold standard of a loyalty card programme is described. Contemporary supermarket chains' infrastructure is highlighted and a projection into the future generation of retail marketing in emerging markets by employing the themes of commercial, pedagogical and research value, competitive dynamics, and potential challenges are covered. The potential usefulness of the book as an additional resource to business and management scholarship and a learning resource for the development of knowledge, understanding and skills of undergraduates, postgraduates, marketing practitioners, consumers and academics are also presented. Further, the retail industry is introduced with particular emphasis on the supermarket retail industry. Finally, a discussion of the nuances of emerging market retailing and the forces of change and responses to these changes are then captured.

Keywords: Modern Retail Marketing Supermarket Loyalty Cards Contemporary Marketing
Retailing in Emerging Markets Ghana

© Book Chapter: In Contemporary Retail Marketing in Emerging Economies.

For further reading: https://doi.org/10.1007/978-3-031-11661-2_1

Modern Retail Marketing and Supermarket Loyalty Cards Programme

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Abstract

Commencing by defining retailing and the retail industry, the chapter then describes the classifications, components, and formats/ channels of the retailing industry. A further description of the grocery Supermarket retailing with the nuances of the emerging market countries and Ghana as an example is also outlined. We then present contemporary retail marketing in supermarkets and explain in detail the retail marketing mix in the grocery supermarket chains. The nature and dynamics within grocery retailing communication and promotions are covered alongside content on advertising and promotions with the nuances of emerging market countries. A detailed discussion on contemporary retail marketing akin to relationship marketing is elucidated. Finally, the emerging but significant role of supermarket loyalty programmes in grocery retail marketing is covered.

Keywords: Modern Retail Industry Grocery Retailing in Emerging Market Countries
Contemporary Retail Marketing Mix

© Book Chapter: In Contemporary Retail Marketing in Emerging Economies.

For further reading: https://doi.org/10.1007/978-3-031-11661-2_2

The TESCO Club Card Loyalty Programme: The Gold Standard

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Abstract

Tesco—a leading supermarket in the UK has used a variety of marketing tactics and strategies at various stages of the organisation’s evolution and development to grow and survive. Amongst the various strategies and tactics, the market development, growth, and performance customer relationships management strategy, anchored on a customer loyalty programme have been by far the most influential. Clubcard data analytics is fundamental to understanding customer behaviour and those leading retailers in emerging economies markets that are adopting customer loyalty cards can follow the good practice of Tesco’s loyalty card programme. For leading retailers in emerging economic markets such as Ghana to succeed in following Tesco’s golden example, the tenets of relationship marketing management philosophy must become mainstream in these marketing visions of these organisations. It is also imperative to invest to build analytics capabilities and internal competencies that will enable retailers to convert customer data into marketing intelligence insights.

Keywords: Supermarket Loyalty Cards TESCO Club Card Loyalty Programme
Customer Relationship Management

© Book Chapter - In: Contemporary Retail Marketing in Emerging Economies.

For further reading: https://doi.org/10.1007/978-3-031-11661-2_3

The Ghanaian Supermarket Industry

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Abstract

The genesis of the Ghanaian Supermarket industry is traced to the pre-independence era, and it is characterized by different patterns of development and myriads of stakeholders. The evolution of supermarket trading in the country from the Gold Coast era to modern Ghana is characterized by a long relationship with foreign trade partners which have shaped local consumerism and buyer behaviour—a phenomenon which has perpetuated the craving and demand for foreign consumer goods in the Ghanaian supermarket industry. The evolution of the industry is intrinsically connected to the socio-political development and economy of Ghana, which is a precursor to periods of significant developments that directly impacted the supermarket retail chain industry. There are six major players in the emerging retail supermarket industry of Ghana who are major drivers of competition within the industry. These major players are also employing and influencing the current infrastructure for supermarket chains in the country as well as actively facilitating the development of the next generation of supermarket marketing.

Keywords: Ghanaian Supermarket Industry History of Supermarkets in Ghana
Marketing in Supermarket Chain in Ghana

© Book Chapter - In: Contemporary Retail Marketing in Emerging Economies.

For further reading: https://doi.org/10.1007/978-3-031-11661-2_4

The Current Supermarket Chains Marketing Infrastructure in Ghana

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Abstract

Ghana as an emerging economy has made strides in the development of infrastructure in general and especially the infrastructure that has profound effects on driving marketing in the Supermarket retail industry. The opportunities and path for further development of digital marketing and online marketing using the internet and the various services of increasing service options of television providing new alternatives to the traditional marketing of Supermarkets. Also, the improving and increasing availability of internet networks and the mobile telephone penetration in the population provide opportunities for mobile phone application development and usage in leveraging mobile payment systems to enhance transactions in retailing and Supermarket retailing chains. Other opportunities such as the current availability of cheaper RFID-based based applications enhance commerce with the provision of contactless smart cards and identification to enhance Supermarket chain operations with cutting-edge payment systems and invention systems. The traditional media offers possibilities for supermarket advertising and marketing communications through outdoor and indoor advertising infrastructure. The development of the Ghana Digital Addressing system has the potential to enhance commerce in supermarket chains and provide a drive for the effective implementation of loyalty schemes.

Keywords: Ghanaian Supermarket Industry Supermarket Chains Infrastructure in Ghana
Marketing in Supermarket Chain in Ghana

© Book Chapter - In: Contemporary Retail Marketing in Emerging Economies.

For further reading: https://doi.org/10.1007/978-3-031-11661-2_5

The Next Generation of Supermarkets Marketing in Ghana

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Abstract

Factors including emerging supermarket consumers; emerging supermarket infrastructure; retailer consolidation and internationalization; emerging store technologies and their impact on grocery retailing; intelligent technologies in retail marketing; trends in multi-channel retailing; the emergence of online grocery shopping; customer loyalty programmes; the use of digital addressing system (The GhanaPost GPS Address); and the grocery retail marketing and the question of customer data in Ghana, collectively represent key issues, developments and trends that will characterize the next generation of supermarket marketing. A combination of these factors, issues, developments and trends operates as relevant drivers of the next generation of grocery supermarket marketing and determines the nature of the future grocery retailing competition. The existing legal framework in Ghana is also a critical area of focus to ensure the proper use of loyalty card databases in the next generation of grocery supermarket marketing.

Keywords: Ghanaian Supermarket Industry Supermarket Chains Infrastructure in Ghana
Marketing in Supermarket Chain in Ghana

© Book Chapter - In: Contemporary Retail Marketing in Emerging Economies.

For further reading: https://doi.org/10.1007/978-3-031-11661-2_5

Value Capture and Beneficiary Stakeholders of the Next Generation of Supermarkets Marketing

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Abstract

A comprehensive discussion on the potential and prospects of unearthing the commercial, pedagogical and research value of supermarket card-based databases in Ghana drawing on examples across some developed economies of the world indicates a positive outlook. There is an inherent potential in retail supermarket databases to glean value in three forms commercial, research and pedagogical. The commercial value can be achieved through subjecting consumer data to social demographic profiling to facilitate target marking, communication, promotions and processing, and adding value to supermarket databases by marketing agencies to support corporate and strategic decision-making of retail industry players. Beyond proving an enabling environment to explore the three identifiable values, the emergence of supermarkets in emerging markets is generating an environment for winners and losers including foreign-based supermarkets and their local competitor stakeholders.

Keywords: Commercial Research value of supermarket card-based databases in Ghana Pedagogical

© Book Chapter - In: Contemporary Retail Marketing in Emerging Economies.

For further reading: https://doi.org/10.1007/978-3-031-11661-2_7

Challenges, Paradoxes, Dilemmas and Strategies for Success of the Next Generation of Supermarkets Marketing

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Abstract

The evolution of the retail supermarket industry in emerging markets such as Ghana is associated with challenges, paradoxes and dilemmas requiring resolution. There is increased competition in the retail marketing environment particularly in the food marketing environment in urban cities. This increase is manifested in the gradual loss of the upper market segment of traditional food retailers to supermarkets. We argue that self-regulation by emerging supermarkets is not a viable option as supermarkets per their corporate goals, primarily seek to entrench their competitive positioning. There are obvious livelihood implications of such a monopolistic posture that warrants public interest intervention. Additionally, buying culture and behaviour of urban consumers patronizing supermarkets are changing steadily. The connection between the changing food choice and incidence of obesity and non-communicable diseases are also amply highlighted. We further make a case for nutrition transition and food value chain transformation and the need for regulation and support for local actors to upgrade to meet supermarket standards and certification requirements.

Keywords: Use of Supermarket Databases Beneficiaries and Stakeholders Challenges
Paradoxes and dilemmas of Supermarketmarketing

© Book Chapter - In: Contemporary Retail Marketing in Emerging Economies.

For further reading: https://doi.org/10.1007/978-3-031-11661-2_8

Host communities' infrastructural development expectations of multinational mining companies in Ghana's mining industry

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Abstract

This paper, through an ethnographic research approach, examines the infrastructural development expectations that host communities have of multinational mining companies (MNMCS) and how these expectations influence corporate-community relationships in two of Ghana's mining districts. Using data triangulation from multiple stakeholder perspectives, two MNMCS ranked among the ten best corporate social responsibility firms in the world are studied to explore how and why these expectations impact corporate-community relationships. Theoretically, the paper argues that the Ubuntu philosophy (culture) of the rich sharing their wealth with the underprivileged in society influences community expectations. These expectations, in turn, affect social legitimacy of companies. It therefore emphasizes the need to consider the informal context when using institutional and stakeholder theory to examine corporate social responsibility (CSR) in African countries. By this, the paper contributes to the reorientation of stakeholder theory from a firm-centric to community-centric focus. Managerially, the paper suggests that multinational companies coming to Africa's mining communities need to understand this cultural norm and set aside enough resources to provide infrastructure projects in host communities to enhance corporate-community relations

Keywords: Corporate Social Responsibility (CSR) Multinational mining companies (MNMCS)
Stakeholder theory Institutional theory Ubuntu

© Africa Journal of Management

For further reading: https://www.tandfonline.com/doi/pdf/10.1080/23322373.2023.2232132?casa_token

Performing parenting: competencies and social capital for Ghanaian single fathers

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Abstract

Drawing on the five competencies areas, the study examines the relationship between individual competencies and successful childrearing practices in single-father homes. Questionnaires are used to collect data from 152 Ghanaian single fathers. With regression analyses, we find that strategic commitment and relationship building are significant for the development of functional children, while learning and opportunities are not. Additionally, social capital does not moderate the interaction of strategic and learning competencies with childrearing practices of single fathers. Results indicate that individual competencies are contextual and social capital from family members and friends may not always be an important consideration for the development of functional children. Finally, the results discussed in terms of implications for theory, policymakers and single fathers.

Keywords: Single fathers Competencies Childrearing Social Capital

© International Journal of Gender Studies in Developing Societies

For further reading: doi.org/10.1504/IJGSDS.2022.125703

3Ps model of entrepreneurial resourcefulness among micro-youth entrepreneurs

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Abstract

The purpose of this paper is to explore the extent to which entrepreneurial resourcefulness and competencies theories and practice can be applied in small youth entrepreneurship in Ghana as well as develop an entrepreneurial resourcefulness model for youth entrepreneurs that incorporates their competencies. A qualitative exploratory approach using semi-structured in-depth interviews amongst 32 youth entrepreneurs in Accra, Ghana was used. Findings – Youth entrepreneurial resourcefulness embraces some relevant concepts of traditional entrepreneurial resourcefulness and competencies. It also emerged that there were other competencies including discipline, understanding business numbers and being empathic which are competencies associated with youth entrepreneurial resourcefulness. This paper was limited to a small sample of youth entrepreneurs in Ghana; thus, the generalisation of findings should be done with care. A “3Ps” model for entrepreneurial resourcefulness in youth micro-entrepreneurship is proposed, which encompasses the attributes of personal, people and political competencies. This paper is one of the few attempts to study and explain the type of competencies and resources embedded in youth entrepreneurial resourcefulness.

Keywords: (Small businesses) (Youth entrepreneurs) (Entrepreneurial resourcefulness) (Entrepreneurial competencies) (Ghana)

© Journal of Entrepreneurship in Emerging Economies.

For further reading: <https://doi.org/10.1108/JEEE-07-2021-0276>

Different shades of learning from entrepreneurial failure among Ghanaian micro-women entrepreneurs

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Abstract

The purpose of this paper is to explore the learning effects of entrepreneurial failure (EF) among micro-women entrepreneurship in Accra. Using a qualitative research method, purposive sampling was used to identify 64 micro-women entrepreneurs, and data was collected using interviews. Linked to the experiential learning theory, the study found that consequences of EF provide an entrepreneurial learning platform that influences micro-women entrepreneurs to acquire new skills and knowledge for their entrepreneurial development, incurred costs that negatively affect operations, acquired no knowledge or take a decision to opt-out of entrepreneurship as a carrier. The study was based on a relatively small sample size of 64 participants which made it difficult to generalize the findings despite the benefits of the research methods adopted in the study. The study contributed to the EF literature with micro-women entrepreneurs in an African context. It highlights the possible additional learning consequences of EF which are being scared of entrepreneurial venturing as a result of their failure. This negatively impacts the desire to engage in entrepreneurship as a future career. The identification of irrelevant learning consequences of EF, suggests that the existing experiential learning theory may need to be revised to further enhance its applicability in micro-women entrepreneurship in different cultural contexts, as not all experiences result in learning.

Keywords: Entrepreneurial failure Micro-women entrepreneurs Ghana
Experiential learning theory Scared entrepreneurs

© Journal of Entrepreneurship in Emerging Economies

For further reading: [10.1108/JEEE-06-2022-0172](https://doi.org/10.1108/JEEE-06-2022-0172)

Women micro-entrepreneurship and Social Inclusion: The Moderating Role of Individual Perceptual Factors

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Abstract

Micro-entrepreneurship literature underscores the role of individual perceptual factors in structuring the social inclusion of women while considering the social systems which shape it. However, untangling the way individual perceptual factors relate to the entrepreneurial outcome, remains a challenge, due to the social systems of women. Based on responses of 459 women microentrepreneurs operating in Madina, Nungua, and Tema, this paper examines the influence of women micro-entrepreneurship on social inclusion with entrepreneurial self-efficacy, fear of failure and resilience as moderators. The value of this study lies in providing significant insights on micro-entrepreneurship increasing the probability of women's social inclusion with a better strengthening of the relationship based on fear of failure and resilience. The study provides some useful academic insights and offers some practical suggestions for improving policy aimed at using women microentrepreneurship as a strategy for social inclusion.

Keywords: Women microentrepreneurship Social inclusion Self-efficacy Fear of failure Resilience Ghana Social feminist theory

© Journal of African Business

For further reading: <https://www.tandfonline.com/doi/pdf/10.1080/15228916.2022.2026099?>

Drivers of critical thinking among women micro-entrepreneurs in Ghana

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Abstract

The study investigates critical thinking behaviours of women micro-entrepreneurs in Ghana by examining how life experience, education, use of Internet, social engagement and self-criticism act as antecedents of critical thinking behaviours using age as a mediator. 336 women microentrepreneurs were identified in Accra and Tema. Findings reveal that antecedents of critical thinking in developed and developing contexts can vary and age is a mediator that equips women micro-entrepreneurs with knowledge and skills that are useful for critical thinking. The paper contributes to the female entrepreneurship literature that critical thinking among women microentrepreneurs can be enhanced as a socially situated practice, emphasising the emergent understanding of critical thinking as embedded within social processes and context.

Keywords: Critical thinking Micro-entrepreneurs Micro-entrepreneurs Women
Age Ghana

© International Journal of Entrepreneurship and Small Business

For further reading: https://d1wqtxts1xzle7.cloudfront.net/65112554/Preprint_Critical_Thinking_Ghanaian_Women-libre.pdf?

Understanding perceived value as important factors for the successful implementation of value co-creation at the dyadic level

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Abstract

The different dimensions and contexts within which value is co-created has generated varied views of how value is understood or formed. This study aims to examine employee-guest perceived value as important factors for the successful implementation of value co-creation (VCC). The study employs an interpretive paradigm, using in-depth interviews, focus group discussions and participant observation in a qualitative design to increase understanding of employee-guest perceived value to aid the implementation of VCC at the dyadic level. Findings highlight eight value perceptions including value for money, hotel location, physical evidence, mutual respect, appreciation, safety & security, quality & varieties of food and technological characteristics of service as important factors for the successful implementation of VCC at the dyadic level. Generalisability of the findings is a limitation not only due to the smaller sample size but also due to industry-specific context. The study follows rigorous procedures to minimise biases, yet research limitation is acknowledged from the researcher's participation in the research process. The notion that actor's assess value differently from the same service suggests that diverse service elements might be experienced differently. This study provides insights for hotel managers to recognise not only individuals' value preferences but also service types that reflect employee-guest collective service preferences for sustainability. This study integrates and extends extant literature by examining employees' and guests' individual and collective views at distinct hotel contexts to gain useful insights into value and VCC. The study proposes a framework that hospitality firms can use to address service failure and competition-related issues.

Keywords: (Actors) (Perceived value) (Value co-creation) (Hotel industry)
(Hospitality sector) (Ghana)

© International Hospitality Review

For further reading: <https://doi.org/10.1108/IHR-11-2022-0049>

An examination of value co-creation drivers in Ghana's hotel setting: a micro-level approach

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Abstract

This study aims to investigate the drivers that motivate employees and guests' hotel service participation to understand how that can influence the implementation of Value Co-Creation (VCC) in sub-Saharan African context. Using an interpretive paradigm, the study draws on 32 in-depth interviews, 6 focus group discussions involving 32 participants and participant observation field notes. Data were analysed using thematic analysis. The study unravels nine motives that drive employee-guest VCC participation: passion, relationship, belongingness, shared and enhanced experiences, satisfaction, reputation development, openness, communication and rewards. This exploratory, cross-sectional study was undertaken in hotels within sub-Saharan Africa. Thus, findings cannot be generalised. However, it provides an opportunity for future quantitative approaches within different contexts involving other stakeholders. Considering the numerous challenges from COVID-19 pandemic on the service industry, hotel managers might want to use the findings to not only formulate policies that support employee-guest co-creation for service improvement and survival but also introduce enhanced innovative service practices that deliver on employee and guest service expectations for retention. The findings encourage hotel managers to identify employee and guest context-specific motivations to be able to match with value-driven service activities, aimed at attracting positive behaviours to better respond to the numerous COVID-19-related challenges. This work adds to the VCC literature by investigating the collective and individual drivers at the employee and guest dyadic level within sub-Saharan African hotel context. The authors propose a comprehensive model to guide the successful implementation of employee-guest VCC.

Keywords: Value Co-creation Hospitality Hotel Employee Guest
Service dominant logic (SDL) Ghana

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For further reading: <https://doi.org/10.1108/JHTI-02-2022-0041>

Higher Education Governance, Quality Assurance, Learning Outcomes in Higher Education: A Developing Country Perspective

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Abstract

The role that Quality Assurance (QA) plays in the Higher Education Governance (HEG) and Learning Outcome (LO) relationship requires attention in research, particularly from a developing country environment. We argue that the HEG-LO relationship needs to shift the focus from a traditional to an entrepreneurial university setting that has QA as a mediator, resulting in a HEG-QALO relationship with a greater impact on employment and the socio-economic development of a country. To investigate this claim, we employed a qualitative research approach. Specifically, using a case study involving interviews of major stakeholders with 4-16 years of experience in Higher Education Institutions (HEIs) in a developing economy. The data collected included using open-ended questionnaires, face-to-face interviews, and phone discussions. Relating the „institutional effectiveness gap” to the conceptual model adds significant value to this study. Stakeholder expectations/requirements from the interviewees confirm a „mystery” (i.e., a conflicting expectation) and an „institutional effectiveness gap”. Findings indicate that the HEG-LO relationships are inadequate without the role of QA to achieve institutional effectiveness. Furthermore, our study gives an unequivocal understanding of the HEG-QA-LO relationship and the factors that help achieve institutional effectiveness. Our analytical contribution includes Six (6) propositions that have practical implications for leadership and management’s work in HEG and their training

Keywords: Higher education Governance Quality assurance Entrepreneurial university Stakeholder expectations

© International Journal of Higher Education and Research

For further reading:

The levels of Emotional Intelligence and its influence on Leadership Styles among Nurse Managers' in Ghana

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Abstract

Since the emergence of emotional intelligence, many definitions have evolved emphasizing emotional intelligence as emotional management. Emotional intelligence has been known to influence leadership styles and the effectiveness of nurse managers. Understanding the dynamism of emotions and their application among nurses in the healthcare fraternity of Ghana is crucial in an emotionally volatile working environment, making the nursing atmosphere unpleasant and resistant to change. As such being emotionally intelligent as a nurse determines one's capacity to address challenging circumstances taking into consideration leadership styles. We aimed to determine nurse managers' level of emotional intelligence and its influence on leadership styles in Ghana. Methods: This quantitative survey employed a descriptive cross-sectional design, and applying a purposive sampling technique, 388 nurse managers were enlisted across health facilities in Ghana and administered a structured questionnaire to solicit data from respondents. Data were entered into Microsoft excel and exported into IBM SPSS version 26. Descriptive and inferential statistics were conducted and findings were displayed using tables and graphs. The correlation between nurse managers' emotional intelligence and leadership styles was examined using Pearson Correlation Coefficient (r) at a 95% confidence interval and the two-tailed. A p-value less than 0.05 was considered statistically significant.

Keywords: Emotional Intelligence Nurse Managers Leadership Styles Emotions
Ghana

© Central European Management Journal

For further reading: [10.57030/23364890.cemj.31.1.71](https://doi.org/10.57030/23364890.cemj.31.1.71)

Toward a Bourdieusian Perspective on the Tribe and Organisations

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Abstract

The article aims to contribute to the under-developed research on pro-tribal behavior in organizations, by building on existing studies that focus either on economic or non-economic motivations and drivers of pro-tribal behavior at either individual, organizational, or societal levels of analysis. Drawing on Bourdieu's social practice theory, we show how a multiplicity of drivers and motivations for pro-tribal behavior in the organization could emerge, interrelate and evolve by offering a new perspective that account for the interplay between economic and non-economic motivations; agency and structurally constrained aspects of human action; and the multiple levels of influences on pro-tribal behavior that extant studies have yet to fully explicate.

Keywords: Bourdieu Pro-tribal behavior Tribe Ethnicity Practice theory Nepotism

© Journal of African Business

For further reading: <https://doi.org/10.1080/15228916.2022.2131031>

Positioning Strategies for B2B Service Markets

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Abstract

The study sought to determine the areas of congruence between firm and organizational buyers, and consequently develops a B2B service positioning strategy framework. With an interpretative phenomenology and purposive sampling, the study sampled and interviewed 35 participants from the banking, insurance and media industries. The data was analyzed using thematic analysis, and identified quality, price, network and relationships, competitiveness, service employees, and CSR as positioning strategies required in the B2B market for sustainable competitive advantage. The study makes a substantial contribution to the study of B2B positioning with the proposed B2B service positioning framework. The outcome of the study also informs the practice of marketing in general and B2B positioning strategy in particular.

Keywords: B2B Services Positioning strategies Emerging markets

© Industrial Marketing Management

For further reading: <https://doi.org/10.1016/j.indmarman.2022.09.010>

Marketing Communications in Emerging Economies, Volume II - Conceptual Issues and Empirical Evidence

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Abstract

Drawing on the expertise of multi-disciplinary scholars from emerging economies, this volume aims to share fascinating perspectives on marketing communications by discussing the shift in the power of public relations, and highlighting how the small and local use communication effectively to improve performance and shares useful lessons on how to communicate hope by responding to customer emotions during uncertainties. The book contains valuable lessons and insights on communicating corporate social responsibility, effective social media communication, enacting brand purpose through communication, and using aesthetics in point-of-purchase advertising to drive purchase intention. It is the first of its kind to highlight key conceptual issues and provide critical empirical evidence on marketing communications in and from emerging economies. Corporate executives, educators, students, policymakers and businesses would find this book a useful tool on marketing communication as it lays bare some important strategic and operational insights specific to emerging markets.

Keywords:

Marketing communications

Emerging economies

Social media

Traditional

Contemporary

Conceptual issues

© Book in Springer International Publishing

For further reading: <https://link.springer.com/book/10.1007/978-3-030-81337-6>

Exploring International Joint Ventures

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Abstract

This study explores reasons domestic firms decide to enter into joint venture with foreign firms and the forms of resources domestic firms obtain from their foreign partners. In order to address these objectives, we conducted in-depth interviews with nine managers/CEOs of firms in Ghana that are currently in joint venture with foreign firms. We used a thematic analysis technique to analyse the data. Our results show that the social capital theory explains joint venture relationship. Firms in joint venture access resources via social relations and social structures. The results also show that although the home firms enter into joint venture with foreign firms in order to access financial resources and for foreign firms to reaffirm their credibility, home firms are able to access knowledge and new market once they enter into joint venture.

Keywords: Joint venture Social capital Relational capital Structural capital

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For further reading: https://doi.org/10.1007/978-3-031-37675-7_6



MANAGEMENT SCIENCE CATEGORY

The design coordination role at the pre-construction stage of construction projects

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Abstract

The importance of the concept of prevention through design (PtD) to the alleviation of the problem of poor health and safety (H&S) management in the construction industry is widely acknowledged. It has been adopted in the regulatory framework for H&S in the UK construction industry through the Construction Design and Management Regulations 2015 (CDM 2015) which place on the project client obligations with emphasis on coordination of H&S at the pre-construction stage of the project by a client-appointed 'Principal Designer' (PD). Unfortunately, research into the implementation of CDM 2015 into actual practice at the pre-construction stage has been patchy. The paper reports, with respect to the PD role, on part of research undertaken to respond to this gap. It involved surveys of clients and practitioners via fourteen focus group discussion sessions with over eighty participants to develop knowledge and understanding of the PD role. The research issues included: appointments to the role; structures for discharge of the role; day-to-day functions of the PD; remuneration arrangements; and common challenges regarding the PD.

Keywords: Design Health and safety Risk management Collaboration

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For further reading: <https://doi.org/10.1080/09613218.2021.1971061>



A review of current trends and future directions in reverse logistics research

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Abstract

Reverse logistics (RL) studies, in recent times, have gained considerable attention among practitioners and scholars in different geographical regions. This is due to the potential of RL to enhance the economic and environmental performance of firms. Nonetheless, there is a paucity of systematic scientometric studies evaluating all aspects of RL with a direction for future research on the phenomenon. This study attempts to bridge this gap by conducting a scientometric coupled with content analysis of current RL studies. A total of 2191 articles from Scopus database supported by a snowballing approach, from Google scholar, was used to construct science maps. The review unearthed most prolific journals, authorships, article citations, countries, institutions and co-occurrence network of keywords. Besides, a qualitative analysis revealed six RL themes namely: importance, drivers, implementational resources, practices, empirical studies and mathematical modeling. This study serves as an RL reference for both scholars and practitioners. It highlights the status quo and provides pointers for future RL research.

Keyword: Ghana

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Performance Barriers for Coordination of Health and Safety during the Preconstruction Phase of Construction Projects

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Abstract

The effectiveness of the prevention through design (PtD) approach to the management of health and safety (H&S) risks on construction sites is widely acknowledged. This approach underlies the construction, design, and management (CDM) Regulations in the United Kingdom that provide for a Principal Designer (PD) role with a statutory duty to plan, manage, and monitor the preconstruction phase of projects and to coordinate matters of H&S during that phase. Although there is a growing body of research literature on PtD practice, there is a gap in the general issue of the practical implementation of the CDM Regulations in general and the performance of the PD in particular. The purpose of this paper is to report research undertaken with the aim of plugging this gap. The part examined concerns the challenges that beset the performance of the PD role and the drivers behind such barriers. A qualitative research design was adopted using, for data collection, 14 focus group discussion sessions involving 89 participants with direct experience of practical implementation of the regulations. The research uncovered three broad categories of barriers to the performance of the PD role: inadequacies in the client's general approach to its duties; supply chain fragmentation and insurance challenges; and performance-related challenges stemming from limitations in PD technical competence and interpersonal skills. The research is the first study focused on the H&S risk management processes and the organizational and operational barriers to effective management and coordination of H&S matters by PDs. The research outcomes are of obvious relevance to H&S management practice in not only the United Kingdom but also European Union countries and other countries with similar regulations. As management of design H&S risks at the preconstruction stage is an inherent feature of the PtD concept, they could also inform PtD practice with respect to coordination of the work of the different design specialisms involved.

Keywords: (Construction) (Health and safety (H&S)) (Risk management) (Regulation)
(Prevention through design (PtD)) (Principal designer (PD))

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For further reading: <https://doi.org/10.1061/JCEMD4.COENG-12073>

The reverse logistics resource matrix: a novel classification scheme

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Abstract

This study presents a resource framework for reverse logistics operations based on widespread literature and industry experience. A common and comprehensive definition of resources that affect the implementation of reverse logistics is still patchy in the extant literature. Hence, a complete scheme, such as this, for the categorisation of resources that affect the implementation of reverse logistics is essential. This provides a useful information for business managers and extends reverse logistics research. This study systematically identified, and validated with the help of reverse logistics experts, the resources that affect the implementation of reverse logistics. The result is a classification scheme, termed as “reverse logistics resource matrix” (RLRM). This matrix offers a holistic overview of the resources that affect the implementation of reverse logistics for both scholars and practitioners. To best of the researchers’ knowledge, the RLRM is the first attempt to comprehensively structure the resources that affect the implementation of reverse logistics in an integrated framework.

Keywords: Reverse logistics Resources Green operations Sustainable production
Developing countries

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Vol. 34, No. 3, pp. 435-454.

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Contractor payment delays: a systematic review of current trends and future directions

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Abstract

The phenomenon of delayed payment to contractors, particularly in the construction industry, is a vital one and has implications for the health of economies of both developing and developed countries. However, the knowledge of this phenomenon seems patchy and scattered. This paper aims to provide a comprehensive overview of the knowledge on the subject matter with directions for future research. A systematic literature review coupled with a scientometric analysis was used to identify the main strands of delayed payment to contractor research as a basis for qualitative analysis and directions for future investigations. Current trends of delayed payment to contractor research are categorised into five broad themes, namely: causes, effects, mitigation measures, ethical and law and regulatory issues. On the basis of these themes, directions for future research are proffered. To the best of the authors' knowledge, this is the first attempt at providing a comprehensive and an integrated knowledge on delayed payment to contractor research with pointers for further investigation and policy directions.

Keywords: Construction industry Systematic literature review Contractors Clients
Scientometric analysis Delayed contractor payment

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For further reading: <https://doi.org/10.1108/CI-12-2022-0317>

Project Scope Management in Developing Countries

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Abstract

Project scope defines the end result or mission or functionality of the project – a product or service for the client/customer - in specific, tangible, and measurable terms. Thus, project scope management has been identified as a critical success factor in project delivery. When scope is not properly defined at the beginning of the project and managed effectively across the project phases, the likelihood of failure is high, with new scope addition identified as one of the causes of project delay and cost escalation. Issues of ill-defined scope, scope creep, and scope change are particularly compounded in the developing country context by politics, budget constraints, lack of expertise, lack of stake-holder engagement, and other factors. Therefore, this chapter examines scope management from the perspective of developing countries. The chapter covers key topics such as: Scope Initiation, Scope Definition, Scope Planning, Verification and Control of the Project Scope, Scope Creep and the Politics of Project Scope, and Approaches to Effective Project Scope Management. The chapter concludes with two case studies highlighting the typical Scope Management approach on a Social Intervention Project and a Private-sector Residential Development Project in Ghana. The case studies show that inadequate, ill-defined, or incomplete scope definition is a recipe for significant scope changes, with consequential cost and schedule implications.

Keywords: Project scope Work breakdown structure Scope creep Project performance
Scope verification

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For further reading: https://doi.org/10.1142/9789811224720_0005

How does green intellectual capital affect environmental performance? Evidence from manufacturing firms in Ghana

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Abstract

Industrialization has contributed to global environmental problems, especially in developed countries, but increasingly so in developing ones as well. Leveraging on the natural resource-based view theory, this study aims to examine the mediating role of environmental consciousness (EC) on the relationship between green intellectual capital (IC) and environmental performance among manufacturing firms in Ghana against a backdrop of increasing national drive towards greater industrialization. This study used a cross-sectional survey design to obtain data from 245 manufacturing firms using purposive sampling technique. Structural equation modelling was used to test for the hypothesized relationships among variables. Evidence suggests that green IC has a significantly positive effect on environmental performance. Furthermore, it was found that green IC has a positive and significant effect on EC, but EC only mediated the relationship between green IC and environmental performance. Manufacturing firms within emerging economies like Ghana can improve on their green practices by incorporating these findings in their business models, while research could be guided to focus their inquiries on this and related genre of scholarly work. This study is an early-stage study to identify EC as a variable which mediates the relationship between green IC and environmental performance among manufacturing firms in an emerging economy like Ghana.

Keywords: Sustainability Environmental performance Green manufacturing
Green intellectual capital

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For further reading: <http://dx.doi.org/10.1108/SRJ-12-2021-0503>

Top management commitment in greening supply chain operations: post-COVID-19 perspectives from an emerging economy

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Abstract

The novel COVID-19 supply chain disruption has globally altered the environmental needs of society. Against this backdrop, this paper aims to examine how top managers are environmentally committed to integrating green supply chain management (GSCM) practices in the operational performance of small- and medium-scale enterprises (SMEs) in Ghana, within the post-pandemic economy. The study used a cross-sectional survey to obtain data from 270 SMEs in Ghana, using partial least squares (PLS) structural equation modelling to test seven hypothesized relationships. The outcome of the analysis revealed that top management environmental commitment has a significantly positive effect on supply chain operational performance. The structural model also revealed that top management environmental commitment has a positive and significant effect on both internal and external GSCM practices. The results further revealed that both internal and external GSCM practices have positive and significant effects on supply chain operational performance. Finally, both internal and external GSCM practices mediate the path between top management environmental commitment and supply chain operational performance. The study provides a novel framework which contributes to both theoretical studies and managerial decisions on COVID-19 related supply chain management issues. However, the study was limited to the Ghanaian context, thus, further related studies are required in other contexts. This study provides a novel framework by elucidating the intervening role of GSCM practices in the path between top management environmental commitment and supply chain operations in an emerging post-pandemic world context.

Keywords: Integrative green supply chain Top management commitment
COVID-19 disruption Partial least squares Operational performance

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For further reading: <http://dx.doi.org/10.1108/JGOSS-03-2022-0021>

A double bootstrap data envelopment analysis model for evaluating malaria spending efficiency in Sub-Saharan Africa. Healthcare Analytics

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Abstract

Malaria is a major cause of morbidity and mortality in many countries in sub-Saharan Africa. The main objective of this study was to examine malaria spending efficiency and its associated factors in sub-Saharan Africa by employing a two-stage double bootstrap data envelopment analysis (DEA). In the first stage, technical efficiency scores are estimated using the output-oriented variable returns to the scale (VRS) framework. In the second stage, the double bootstrap DEA model is used to identify the environmental variables that affect malaria spending efficiency. We estimate the overall malaria spending efficiency score over the study period. This estimate suggests that malaria treatment and prevention outcomes can improve significantly. We find a significant association between efficiency and education, temperature levels, nurses' and midwives' density, and the proportion of children of age five who slept in insecticide-treated bed nets. We conclude that policymakers must not only be concerned with improving educational outcomes but also consider ways to mitigate the effects of climate change and improve access to healthcare services.

Keywords: Data envelopment analysis Double bootstrap Malaria spending efficiency
Environmental factors Sub-Saharan Africa

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Review of Strategic Agility: A Holistic Framework for Fresh Produce Supply Chain Disruptions

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Abstract

The influence of the rapidly changing business environment due to the COVID-19 global pandemic presents an important organizational challenge to fresh produce export supply chains in developing countries such as Ghana. Such an inimical supply chain problem highlights the relevance of supply chain agility as a potent methodological framework to measure, monitor and evaluate these challenges in stable as well as turbulent times. This review paper focuses on the applicability of a framework for Supply Chain Agility as a methodological framework in stable (pre-COVID-19) versus turbulent (COVID-19) business environments. We argue and propose that Supply Chain Agility Framework is a holistic framework which is efficacious in both stable and unstable supply chain environments. This is amply supported by the central plank of our proposition that the Supply Chain Agility Framework offers an adaptable tool that can serve as a panacea to fresh produce supply chain challenges not only in a stable (pre-COVID-19) business environment but also effective and applicable in a turbulent business environment, such as experienced during the COVID-19 pandemic. The implications of this proposition for the fresh produce export supply chain industry and relevant stakeholders are duly presented.

Keywords: Fresh produce supply chain Ombudsman agility framework
Stable business environment COVID-19 turbulent environment

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For further reading: <https://doi.org/10.3390/su142214977>

Sustainable Food Supply Chain Research


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Abstract

A sustainable food supply chain delivers value in terms of profit and promotes the well-being of people and the planet. However, achieving sustainable food supply chains remains a significant challenge despite efforts to ensure more efficient food production and distribution globally. In tandem with policies and practices ensuring sustainable food supply systems, scientific research in this discipline has employed organizational theories such as the resource-based view, institutional and transactional cost theory, dynamic capabilities theory, and stakeholder theory to understand drivers and inhibitors associated with achieving more sustainable food value chains around the world. The extant scholarship on the sustainable food supply chain has evolved in different directions as a response to different food industry dynamics. However, consistent catalysts to such an evolution have been environmental variability and shock events that manifest as extreme climatic changes and natural hazards that are felt to different degrees in various geographical areas. The effects of environmental variability on food supply chains can be experienced at the local, regional, national, and global scales, but the supply chain disruptions due to the current COVID-19 pandemic cut across global and local food supply chains, and recovery strategies are being explored. Behind this backdrop, this collection of scientific articles seeks to understand the dynamic ramifications of the environmental variability on sustainable food supply chains to improve resilience. Other objectives of this collection of scientific work include to map the state of the art of sustainable food supply chain research before and during the pandemic as an essential benchmark to enable sustainable food research academics, students, and practitioners to gauge the trajectory of sustainable food supply chain research following the COVID-19 pandemic and to provide a systematic view of current research on the sustainable food supply chain to serve as a useful seminar reference for future research following the COVID-19 pandemic.



Keywords: Resilience Sustainable supply chain governance
Sustainable supply chain policy and strategy Sustainable food supply chains
Quality and safety in sustainable supply chains Green food supply chains
Technology in sustainable food supply chains
Operations management in sustainable food supply chains

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For further reading: <https://doi.org/10.3390/books978-3-0365-7340-3>

The effects of circular economy initiative implementation on business performance: the moderating role of organizational culture

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Abstract

The study aims to examine the micro-level implications of implementing a circular economy (CE) business model on firms' financial performance and the effect of organizational culture in this context. Using a survey method to obtain 617 usable questionnaires from diverse business sectors in Ghana, a largely unexplored region and relying on institutional and legitimacy theories. The study shows that the implementation of CE policies, such as the reducing, reusing, recycling, recovery and restoration of resources used in manufacturing, distribution and consumption processes, contributes to improved financial efficiency. Furthermore, organizational culture moderates by way of strengthening the positive relationship between CE and business financial performance. This study contributes to the literature on circularity and the broader discourse on ecological issues by arguing that institutional and legitimacy theories, which are both from the political economy theory, suggest that firms' economic activities will be influenced by the political, social and institutional context. Therefore, the firm's decision to embrace a different business model such as CE should be seen from the political environment involving rules and regulations, social dynamics both within and outside the organization and the institutional structures within which the firm operates. These mechanisms establish a business case for the implementation of CE initiatives and is guided by intent and specific goals. This motivates and encourages employees to be more involved in their duties and interactions leading to high levels of employee satisfaction, which improves productivity and profitability.

Keywords: Circular Economy Organizational Culture Financial Performance Ghana

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Evaluating the barriers and drivers of adopting circular economy for improving sustainability in the mining industry

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Abstract

The transition towards a circular economy (CE) has been espoused as a key paradigm for achieving sustainability, but practical adoption has been limited because of the complexity of decisions involving consideration of many factors (both drivers and barriers) from various perspectives. Meanwhile, decision support frameworks that prioritise the main enablers and barriers of CE for the sustainability of the mining industry in emerging and developing economies are inadequate to aid wide-scale implementation. Also, empirical research that integrates well-established theories to capture the relevant set of barriers and drivers of adoption decisions is still scanty within the evolving literature, especially within developing African nations. Using the technology-organisation-environment (T-O-E) theoretical framework, this research develops a decision-support framework of the critical enablers and inhibitors to CE adoption and prioritises the most pertinent ones to achieving sustainability objectives within the specific context of the mining industry in a developing country using the best-worst method (BWM). The most relevant categories within the study context are ranked, as well as the individual drivers and barriers within them. The research outcomes can aid stakeholders of the mining industry in mineral-rich developing countries to understand the relevant drivers and direct resources to address the most pressing barriers to the successful adoption of CE operational practices to reduce ecological degradation, optimise the consumption and extraction of resources within operational activities, and contribute more sustainably to socio-economic development.

Keywords: Circular Economy Organizational Culture Financial Performance Ghana

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Collaboration within the Supply Chain

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Abstract

A fundamental challenge for supply chain managers is how to compete effectively by coordinating and integrating business activities in the face of globally dispersed operations. Supply chain collaboration is often deemed as a critical strategy for ensuring that all independent firms work cooperatively to create a cohesive, singularly competitive supply network capable of improving overall performance. This view stems from the fact that it enables two or more independent supply chain partners to develop long-term relationships with the common goal of integrating and coordinating processes in anticipation of sharing success and benefits. A typical supply chain is a complex and multistage network consisting of several firms and multiple functions. The complexity of these supply chain networks has emphasized the importance of supply chain collaboration more than ever in this century, particularly in the advent of the COVID-19 pandemic. The purpose of this chapter is to discuss supply chain collaboration and its role in enhancing business performance. It begins by defining supply chain collaboration; it then proceeds to discuss the various types of collaborations, their benefits, and their importance, before delving into the various levels of collaboration and emerging issues. The chapter concludes with a discussion of the implications of collaborations for business management.

Keywords: Supply Chain Management Supply Chain Collaboration
Business Performance

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Performance evaluation of national healthcare systems in the prevention and treatment of non-communicable diseases in sub-Saharan Africa

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Abstract

Non-communicable diseases (NCDs) remain a major public health concern globally, threatening the achievement of sustainable development goal 3.4 (SDG 3.4), which seeks to reduce premature NCD-related deaths by one-third by 2030. According to the World Health Organization (WHO), improving the efficiency of NCD spending (i.e., maximizing the impact of every dollar spent on NCDs) is one of the strategic approaches for achieving SDG target 3.4. This study aims to assess the efficiency and productivity of NCDs spending in 34 sub-Saharan African (SSA) countries from 2015 to 2019. The study employed the data envelopment analysis (DEA) double-bootstrap truncated and Tobit regressions, one-stage stochastic frontier analysis (SFA) model, the Malmquist productivity index (MPI), and spatial autocorrelation analysis to estimate NCDs spending efficiency, identify the context-specific environmental factors that influence NCDs spending efficiency, evaluate total productivity change and identify its components, and assess the spatial interdependence of the efficiency scores. The estimated average DEA bias-corrected NCD spending efficiency score was 87.3% (95% CI: 86.2–88.5). Additionally, smoking per capita, solid fuel pollution, alcohol use, governance quality, urbanization, GDP per capita, external funding for NCDs, and private domestic funding for NCDs healthcare services were found to be significantly associated with NCDs spending efficiency. The study also revealed a decline of 3.2% in the MPI, driven by a 10.6% technical regress. Although all countries registered growth in efficiency, except for the Central Africa Republic and DR Congo, the growth in efficiency was overshadowed by the decline in technical change. Global Moran's I test indicated the existence of significant positive spatial autocorrelation in the efficiency of NCDs spending across SSA countries. The study underscores the importance of efficient use of resources in NCDs treatment and prevention and increased investment in NCDs research and development in achieving the SDG target 3.4.



Keywords: Malmquist productivity index Data envelopment analysis Sub-sahara Africa
Stochastic frontier analysis Spatial autocorrelation analysis
Non-communicable diseases

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Sustainable Supply Chain Management practices and firm performance: the mediating effect of firm capabilities

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Abstract

Academics and businesses alike have begun to recognise sustainability as a vital component of supply chain competitive advantage in recent years. Inconclusive results have been found in empirical studies of sustainable supply chain management (SSCM) that have ignored contextual variables concerning the dynamic role of firm capability in favour of testing alternative assumptions about the effect of various elements of the triple bottom line (TBL) on firm performance outcomes. The present study examines whether and how firm capabilities mediate the connection between SSCM, from a TBL standpoint, and firm financial performance outcomes. Using the stakeholder theory, the study employed 325 survey responses from firms operating in different industries in Ghana (a less-researched context but one that plays a key role regarding SSCM practices) and the partial least squares structural equation model (PLS-SEM) technique to simultaneously assess the relationships amongst the variables. It was discovered that the connections between all the TBL facets of SSCM practices and firm performance are positive and significant, and these relationships are mediated by firm capabilities. By examining the underlying variables and relationships that contribute to the establishment of the rather complex relationship between SSCM practices from a TBL perspective and the performance of a firm, the research contributes to current knowledge on SSCM practices, firm capabilities and firm performance.

Keywords: Sustainable Supply Chain Management Business Performance
Triple Bottom Line Firm Capabilities

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