
Jibril's CV



Abdul Bashiru Jibril (PhD, MSc, BA)

Date of birth: 10 May 1988

Marital status: Married with two children

Nationality: Ghanaian (African)

Address: School of Business and Economics, Westminster International University in Tashkent, Uzbekistan
(Accredited Institution of the University of Westminster, UK)

Email: a.b.jibril@wiut.uz

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Area of speciality: *Marketing, Strategy and Innovation*

CAREER OBJECTIVE

Seeking to work and further develop skills, knowledge, and experience in a competitive teaching and research environment through knowledge sharing, teamwork, and professionalism as a means of positively impacting development at the global level.

Key study interest: Technology adoption, Fintech, Social media marketing, Brand management, customer experience, E-tourism, and Sustainable Entrepreneurship in Emerging and Developing countries.

EDUCATIONAL BACKGROUND

2018 to 2021: Ph.D. in Management and Economics (Marketing management option), Tomas Bata University in Zlin, Czech Republic (Europe)

- ❖ *Dissertation topic: Understanding Customers' Constraints Towards E-Banking Engagement: Evidence from Retail Banks in Ghana*
- ❖ *Supervisor: Assoc.Prof. Miloslava Chovancová, CSc.*
- ❖ *Consultant: Prof. Jürgen Bode*

2016-2018: MSc. Management and Marketing, Tomas Bata University in Zlin, Czech Republic (Europe)

- ❖ *Specialization: Management and Marketing*

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- ❖ *Research topic: A project to enhance the selling of locally branded herbal product: Case study of Konate herbal in Ghana*
- ❖ *Supervisor: Assoc.Prof. Miloslava Chovancová, CSc.*

2008- 2012: **BA. Economics and Entrepreneurship Development**, University for Development Studies, Tamale, Ghana (Africa)

Exchange program Abroad (Visiting Scholar)

March 2020 - February 2021: Ph.D. Study Stay (Research visit) (Erasmus+), Bonn-Rhein-Sieg University of Applied Sciences, Bonn, Germany.

- ❖ *Working on doctoral dissertation and article writing and publishing in ABS/ABDC journals.*
- ❖ *Gaining an international experience and networking through attending prestigious conferences.*
- ❖ *Supervisor: Prof. Dr. Jürgen Bode*

September 2017 to February 2018 - Erasmus Study Stay (Erasmus+), University of Lodz, Poland.

- ❖ *Master's program exchange program for one semester.*
- ❖ *Taking courses for the semester from the department of management and marketing.*

WORK EXPERIENCE

September 2023 to present: Senior Lecturer, Department of Management and Marketing, School of Business and Economics, Westminster International University in Tashkent, Uzbekistan. (*an Accredited Institution of the University of Westminster, UK*).

Teaching modules: Digital Marketing, Strategy in the Complex World, Retailing Business, and Marketing Metrics for Business Decisions.

Task description:

1. Course development process at undergraduate and postgraduate levels.
2. Student assessment through Quizzes, Class Presentations, Term Exams, and Final Exams
3. Train students for professional development.
4. Assist head of department in administrative task.
5. Supervision to bachelor and master dissertations.

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6. Organising committee member - International Scientific Conference.
7. Dicipinary committee member for academic misconduct.

September 2021 to July 2023: *Assistant professor at Rabat Business School, International University of Rabat, Morocco. (AACSB Accredited), EMFD Global Member, QS World University Ranking, FT master's in management Ranking.*

Courses taught:

<i>Master's course -</i>	<i>Bachelor's course -</i>	<i>Job decription and ther activities -</i>
1. Strategic Management	1. International Marketing and Business	1. <i>Course development process and taught courses to undergraduate and postgraduate students.</i>
2. Strategic Marketing	2. Corporate and Business Strategy	2. <i>Student assessment through Quizzes, Class Presentations, Term Exams, and Final Exams</i>
3. Quantitative Research Method	3. Digital Marketing	3. <i>Train students for professional development.</i>
4. Social Entrepreneurship and Innovation	4. Service marketing	4. <i>Assist Head of Department in administrative task</i>
5. International Marketing	5. Distribution and Channel Management	5. <i>Supervision to bachelor, Master, and PhD thesis/project</i> 6. <i>Committee/panel member for recruiting PhD and Master students.</i> 7. <i>Consultant to PhD thesis in the in my research domain.</i> 8. <i>Organising committee member for International Scientific Conference.</i> 9. <i>Mentoring past and present students on carreer development</i>

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September 2021 – August 2022:

Postdoctoral Researcher, Department Management and Marketing, Faculty of Management and Economics, Tomas Bata University, Zlin, Czech Republic.

Task description:

- Assist in teaching and research at both undergraduate and postgraduate levels.
- Supervision to Master and Bachelor thesis/project.
- Participating in International conferences home and abroad.
- Principal investigator of Joint External project.
- Consultant to PhD thesis in the faculty.
- Publication activities indexed in both ABDC/ABS (Scopus and Web of Science).

From March 2020 to February 2021:

Research Fellow- Department of Management Sciences, Bonn-Rhein-Sieg University of Applied Sciences, Bonn, Germany

Task Description:

- Team member on a specialized project.
- Participant in the project: the “German-African University Partnership Platform for the Development of Entrepreneurs and Small / Medium Enterprises” project in cooperation with universities in Ghana and Kenya, financed by BMZ and DAAD.
- Team leader: BET Ghana - Building Expertise and Training for growth in the consumer goods and food processing industries in Ghana
- Enhancing knowledge, research capacities, and professional skills among researchers, lecturers, students, and entrepreneurs in the Ghana consumer goods and food processing industry.

From 2018 to 2021:

Seminar Lecturer at Faculty of Management and Economics, Tomas Bata University in Zin, Czech Republic

Courses taught:

Master's course –	Bachelor's course -	Activities/job description:
❖ Applied Marketing Research	❖ Principles of Management	1. Assist Professors in teaching and research,
❖ Marketing Application	❖ Brand Management	2. Organize tutorials for students,

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❖ Advanced Management and Marketing	❖ Consumer Behaviour	3. Advise students on project work,
○	❖ B2B Marketing	4. Assist in the coordination of research and project works,
		5. Data entry and management,
		6. Invigilation of examinations and,
		7. Assist in general administrative duties.

2012-2016: High School Tutor, Ghana Education Service, Sumaman SHS, Jaman North District, Ghana

Subject taught:	Activities/job description:
1. Economics	Prepare lesson notes, Teach students,
2. Business Management	Check attendance,
3. Principles of Cost Accounting	Ensure discipline of students, Grading of students, Classroom management and control,

Summary of Thesis/Dissertation Executed

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- **2018-2021**- Understanding the Constraints Towards E-banking Engagement: Evidence from Retail Bank Customers in Ghana (**Ph.D. thesis defended, Published**)
 - **2016-2018** - Project to boost sales of branded herbal products. A case study of Konate Herbal Center in the Jaman North District of Ghana (**MSc. Thesis, published**)
 - **2008-2012**- The determinants of credit assessed by small-scale enterprises in Wa Municipality of the Upper West Region of Ghana. (**BA. Dissertation, unpublished**)

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PROJECT AWARDED

Projects/Grants Awarded.

1. *Principal Investigator* - Fairwork Morocco Ratings 2022: Labour Standards in the Platform Economy (university of Oxford, UK and International University of Rabat, Morocco) (21 000 GBP)- (Completed and published) <https://fair.work/en/fw/blog/morocco-joins-the-fairwork-network/> [https://fair.work/wp-content/uploads/sites/17/2023/11/Fairwork Morocco Report 2023 Web.pdf](https://fair.work/wp-content/uploads/sites/17/2023/11/Fairwork%20Morocco%20Report%202023%20Web.pdf)

2. *Co-Principal Investigator* – Business Process Outsourcing (BPO) 2023 project on Decent Work Standards in the BPO Sector: Case of Majorel company in Morocco. In collaboration with GIZ Germany and Fairwork (University of Oxford) (12 000 GBP) – (ongoing)

3. *Project Promoter/Leader* - IGA/FaME/2019-2020 Project: Country-of-origin effect on domestic product/brand purchase intention toward SME's sustainability in a developing country. (10 000 euros) - (Completed).

4. *Team Member* - IGA/FaME/2020-2021 Project: The impact of digital transformation on customer behaviour and firm's sustainable performance. [25000 euros] – (Completed).

PUBLICATION ACTIVITIES

Google scholar: <https://scholar.google.cz/citations?user=MbWYdXUAAAAJ&hl=en>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57210217337>

(orcid.org/0000-0003-4554-0150)

(**ResearchGate:** https://www.researchgate.net/profile/Abdul_Bashiru_Jibril)

LinkedIn: <https://www.linkedin.com/in/jibril-abdul-bashiru-phd-60330b92/>

A. JOURNAL PUBLICATIONS

1. Osakwe, C. N., Ogunmokun, O. A., Adeola, O., & **Jibril, A. B.** (2024). Cultural values and voice as determinants of customers' marketing research cooperation: A fuzzy set perspective. *International Journal of Consumer Studies*, 48(3), e13055. (**ABS-2, ABDC-A, Scopus Q1, IF=10.0**). <https://doi.org/10.1111/ijcs.13055>

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2. **Jibril, A. B.**, Pobee, F., Gochhait, S., & Chugh, R. (2024). Breaking boundaries: unveiling hurdles in embracing internet banking services in Sub-Saharan Africa. *Cogent Economics & Finance*, 12(1), 2330436. (**ABS-1, ABDC-B, Scopus Q2, IF=2.0**) <https://doi.org/10.1080/23322039.2024.2330436>
3. **Jibril, A. B.**, & Adzovie, D. E. (2024). Understanding the moderating role of E-WoM and traditional media advertisement toward fast-food joint selection: a uses and gratifications theory. *Journal of Foodservice Business Research*, 1-25. (**ABS-1, ABDC-C, Scopus, Q2, IF=2.0**). <https://doi.org/10.1080/15378020.2022.2070450>
4. Egala, S. B., Amoah, J., **Jibril, A. B.**, Opoku, R., & Bruce, E. (2024). Digital transformation in an emerging economy: exploring organizational drivers. *Cogent Social Sciences*, 10(1), 2302217. <https://doi.org/10.1080/23311886.2024.2302217> (**Scopus Q2, IF=1.5**).
5. Keelson, S. A., Bruce, E., Egala, S. B., Amoah, J., & **Jibril, A. B.** (2024). Driving forces of social media and its impact on tourists' destination decisions: a uses and gratification theory. *Cogent Social Sciences*, 10(1), 2318878. (**Scopus Q2, IF=1.5**). <https://doi.org/10.1080/23311886.2024.2318878>
6. Pobee, F., **Jibril, A. B.**, & Owusu-Oware, E. (2023). Does taxation of digital financial services adversely affect the financial inclusion agenda? Lessons from a developing country. *Digital Business*, 100066. <https://doi.org/10.1016/j.digbus.2023.100066> (**Scopus Q1**).
7. Kwarteng, M. A., Ntsiful, A., Osakwe, C. N., **Jibril, A. B.**, & Chovancova, M. Cultural influences on future transportation technology usage 2022: The role of personal innovativeness, technology anxiety and desire. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12854> (**ABS-2, ABDC-A*, Q1, IF=10.0**)
8. Kwarteng, M. A., **Jibril, A. B.**, Nwaiwu, F., Pilík, M., & Chovancova, M. (2021). The prospects of Internet-Based Channel Orientation for the competitiveness of service companies on the domestic market. *International Journal of Information Management*, 58, 102223. <https://doi.org/10.1016/j.ijinfomgt.2020.102223> (**ABS-2, ABDC-A*, IF=21.00, Scopus Q1**)
9. Amoah, J., **Jibril, A. B.**, Bankuoru Egala, S., & Keelson, S. A. (2022). Online brand community and consumer brand trust: Analysis from Czech millennials. *Cogent Business & Management*, 9(1), 2149152. (**ABS-1, IF=3.00, Scopus, Q2**) <https://doi.org/10.1080/23311975.2022.2149152>
10. Edem Adzovie, D., & **Jibril, A. B.** (2022). Assessment of the effects of Covid-19 pandemic on the prospects of e-learning in higher learning institutions: The mediating role of academic innovativeness and technological growth. *Cogent*

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Education, 9(1), 2041222. <https://doi.org/10.1080/2331186X.2022.2041222>
(Scopus Q2, IF=1.6)

11. Attor, C., **Jibril, A. B.**, & Chovancová, M. (2022). Does brand personality mediate the link between social media usage and customer buying decisions on telecommunication's products and services? Evidence from Ghana. *Innovative Marketing*. Volume 18 2022, Issue #3, pp. 84-98. [http://dx.doi.org/10.21511/im.18\(3\).2022.08](http://dx.doi.org/10.21511/im.18(3).2022.08) (ABS-1, Scopus Q2, IF=1.1)
12. Owusu Yeboah, A. Y., **Jibril, A. B.**, & Novák, P. (2022). A strategic framework for developing sustainable value propositions. *Problems and Perspectives in Management (ABS-1, Scopus Q2, WoS)*. [http://dx.doi.org/10.21511/ppm.20\(4\).2022.31](http://dx.doi.org/10.21511/ppm.20(4).2022.31)
13. Javed, M., Tučková, Z., & **Jibril, A. B.** (2022). Towards understanding tourist revisit of zoo attraction: Evidence from the Czech Republic. *Cogent Social Sciences*, 8(1), 2024673. (Scopus Q2, if=1.5). <https://doi.org/10.1080/23311886.2021.2024673>
14. Attor, C., **Jibril, A. B.**, Amoah, J., & Chovancova, M. (2022). Examining the influence of brand personality dimension on consumer buying decision: evidence from Ghana. *Management & Marketing. Challenges for the Knowledge Society*, 17(2), 156-177. (ABS-1, Scopus Q2, IF=3.70). <https://doi.org/10.2478/mmcks-2022-0009>
- 9) Amoah, J., Nutakor, F., Li, J., **Jibril, A. B.**, Sanful, B., & Odei, M. A. (2021). Antecedents of social media usage intensity in the financial sector of an emerging economy: a PlsSem Algorithm. *Management & Marketing - Challenges for the Knowledge Society*. (ABS 1, IF=3.7, Scopus Q2). <https://doi.org/10.2478/mmcks-2021-0023>
- 10) **Jibril, A. B.**, Kwarteng, M. A., Pilik, M., Botha, E., & Osakwe, C. N. (2020). Towards Understanding the Initial Adoption of Online Retail Stores in a Low Internet Penetration Context: An Exploratory Work in Ghana. *Sustainability*, 12(3), 854. (IF: 3.90, Scopus Q1). <https://doi.org/10.3390/su12030854>
- 11) **Jibril, A. B.**, Kwarteng, M. A., Chovancova, M., & Denanyoh, R. (2019). The Influence of Selected Factors on the Use of Herbal Products. *Journal of Competitiveness*, 11(4), 57. (IF: 7.30, Scopus Q1). <https://doi.org/10.7441/joc.2019.04.04>
- 12) **Jibril, A. B.**, Kwarteng, M. A., Appiah-Nimo, C., & Pilik, M. (2019). Association rule mining approach: evaluating pre-purchase risk intentions in the online second-hand goods market. *Oeconomia Copernicana*, 10(4), 669-688. (IF: 8.50, Scopus Q1) <http://dx.doi.org/10.24136/oc.2019.032>
- 14) Javed, M., Tučková, Z., & **Jibril, A. B.** (2020). The Role of Social Media on Tourists' Behavior: An Empirical Analysis of Millennials from the Czech

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Republic. *Sustainability*, 12(18), 7735. **(IF: 3.90, Scopus Q1).**
<https://doi.org/10.3390/su12187735>

- 15) **Jibril, A. B.**, Kwarteng, M. A., Botchway, R. K., Bode, J., & Chovancova, M. (2020). The impact of online identity theft on customers' willingness to engage in e-banking transaction in Ghana: A technology threat avoidance theory. *Cogent Business & Management*, 7(1), 1832825. **(ABS-1, Scopus Q2, IF=3.0)**
<https://doi.org/10.1080/23311975.2020.1832825>
- 16) Amoah, J., & **Jibril, A. B.** (2021). Social Media as a Promotional Tool Towards SME's Development: Evidence from the Financial Industry in a Developing Economy. *Cogent Business & Management*, 8(1), 1923357. **(ABS-1, Scopus Q2, IF=3.0)**
<https://doi.org/10.1080/23311975.2021.1923357>
- 17) **Jibril, A. B.**, Kwarteng, M. A., Chovancová, M., & Bode, J. (2020). Do socio-economic factors impede the engagement in online banking transactions? Evidence from Ghana. *Banks and Bank Systems*, 15(4), 1- 14. doi:10.21511/bbs.15(4).2020.01. **(ABDC-C, Scopus Q2)**
- 18) Javed, M., Tučková, Z., & **Jibril, A. B.** (2020). An empirical analysis of tourist satisfaction: A case-study of Zlin-Zoo in the Czech Republic. *GeoJournal of Tourism and Geosites*. **(Scopus Q3)**. <https://doi.org/10.30892/gtg.302spl10-514>
- 19) Botchway, R. K., **Jibril, A. B.**, Oplatková, Z. K., & Chovancová, M. (2020). Deductions from a Sub-Saharan African Bank's Tweets: A sentiment analysis approach. *Cogent Economics & Finance*, 8(1), 1776006. **(ABS-1, ABDC-B, Scopus Q2, IF=2.0)**
<https://doi.org/10.1080/23322039.2020.1776006>
- 20) Adzovie, D. E., & **Jibril, A. B.** (2020). Motivational Factors Towards Fast-Food Joint Selection in Under-Developed Country Setting: A Partial Least Square and Structural Equation Modeling (PLS-SEM) Approach. *Cogent Social Sciences*, 6(1), 1748988. **(Scopus Q2, IF=1.6)**. <https://doi.org/10.1080/23311886.2020.1748988>
- 21) Amoah J. & **Jibril A.B.** (2020). Inhibitors of social media as an innovative tool for advertising and marketing communication: evidence from SMEs in a developing country. *Innovative Marketing*, 16(4), 164-179. **(Scopus Q3, IF=1.1)**
[https://doi.org/10.21511/im.16\(4\).2020.15](https://doi.org/10.21511/im.16(4).2020.15)
- 22) Hussain, K., Abbas, Z., Gulzar, S., **Jibril, A. B.**, & Hussain, A. (2020). Examining the impact of abusive supervision on employees' psychological wellbeing and turnover intention: The mediating role of intrinsic motivation. *Cogent Business & Management*, 7(1), 1818998. **(ABS-1, Scopus Q2, IF=3.00)**
<https://doi.org/10.1080/23311975.2020.1818998>
- 23) Gulzar, S., Ghauri, S., Abbas, Z., Hussain, K., & **Jibril, A. B.** (2020). Antecedents of employee wellbeing in the banking sector: the moderating role of working

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- environment. *Problems and Perspectives in Management*, 18(4), 448-460. **(ABS-1, Scopus Q2, WoS)**. [https://doi.org/10.21511/ppm.18\(4\).2020.36](https://doi.org/10.21511/ppm.18(4).2020.36)
- 24) **Jibril, A. B.**, Kwarteng, M. A., Chovancova, M., & Pilik, M. (2019). The impact of social media on consumer-brand loyalty: A mediating role of online based-brand community. *Cogent Business & Management*, 1673640. **(ABS-1, Scopus Q2, IF=3.00)** <https://doi.org/10.1080/23311975.2019.1673640>
- 25) Amoah, J., **Jibril, A. B.**, Luki, B. N., Odei, M. A., & Yawson, C. (2021). Barriers of SMEs' sustainability in sub-saharan Africa: a pls-sem approach. *International Journal of Entrepreneurial Knowledge*, 9 (1), 10-24. *International Journal of Entrepreneurial Knowledge*, 9(1), 10-24. **(EBSCO, Scopus & WoS under consideration)** <https://doi.org/10.37335/ijek.v9i1.129>
- 26) Dey, S. K., Khan, K. A., Tučková, Z., & **Jibril, A. B.** (2020). Motivation among travel agents in India: The moderating role of employee's expertise and marital status. *Problems and Perspectives in Management*. **(ABS-1, Scopus Q2, WoS)** [https://doi.org/10.21511/ppm.18\(2\).2020.37](https://doi.org/10.21511/ppm.18(2).2020.37)
- 27) Botchway, R. K., **Jibril, A. B.**, Oplatková, Z. K., Jasek, R., & Kwarteng, M. A. (2021). Decision science: a multi-criteria decision framework for enhancing an electoral voting system. *Systems Science & Control Engineering*, 9(1), 556-569. **(Scopus Q2, IF=4.10)**. <https://doi.org/10.1080/21642583.2021.1954106>

B. Book chapter

- 1) **Jibril, A. B.**, Kwarteng, M. A., Nwaiwu, F., Appiah-Nimo, C., Pilik, M., & Chovancova, M. (2020, April). Online Identity Theft on Consumer Purchase Intention: A Mediating Role of Online Security and Privacy Concern. In *Conference on e-Business, e-Services and e-Society* (pp. 147-158). Springer, Cham. **(Scopus)**
- 2) Kwarteng, M. A., **Jibril, A. B.**, Botha, E., & Osakwe, C. N. (2020, April). The Influence of Price Comparison Websites on Online Switching Behavior: A Consumer Empowerment Perspective. In *Conference on e-Business, e-Services and e-Society* (pp. 216-227). Springer, Cham. **(Scopus)**
- 3) Ntsiful, A., Kwarteng, M. A., **Jibril, A. B.**, Popesko, B., & Pilik, M. (2020, December). Factors Driving the Adoption of Mobile Banking App: An Empirical Assessment in the Less Digitalized Economy. In *International Working Conference on Transfer and Diffusion of IT* (pp. 114-125). Springer, Cham. **(Scopus)**

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- 4) Kwarteng, M. A., **Jibril, A. B.**, Nwaiwu, F., Pilik, M., & Ali, M. (2019, June). Internet-Based Channel Orientation for Domesticated Services Firm: Some Drivers and Consequences. In *International Working Conference on Transfer and Diffusion of IT* (pp. 90-103). Springer, Cham. Book chapter. **(Scopus)**
- 5) Amoah, J., & **Jibril, A. B.** (2020). Social media channel as a strategic advertising tool for small and medium enterprise (SME's) sustainability: Evidence from a developing nation. *Innovative Models to Revive the Global Economy*. (WoS)

C. Conference proceedings (Scopus and WoS Indexed):

- 1) Shrivastava, M., Chugh, R., Gochhait, S., & **Jibril, A. B.** (2023, March). A Review on Digital Twin Technology in Healthcare. In *2023 International Conference on Innovative Data Communication Technologies and Application (ICIDCA)* (pp. 741-745). IEEE. <https://doi.org/10.1109/ICIDCA56705.2023.10099646>
- 2) **Jibril, A. B.**, Kwarteng, M. A., Chovancova, M., & Denanyoh, R. (2020, March). Customers' Perception of Cybersecurity Threats Toward e-Banking Adoption and Retention: A Conceptual Study. In *ICCWS 2020 15th International Conference on Cyber Warfare and Security* (p. 270). Academic Conferences and publishing limited. **(Scopus/Wos indexation)** <https://doi.org/10.34190/ICCWS.20.020>
- 3) Nwaiwu, F., Kwarteng, M. A., **Jibril, A. B.**, Buřita, L., & Pilik, M. (2020, March). Impact of Security and Trust as Factors that influence the Adoption and Use of Digital Technologies that Generate, Collect and Transmit User Data. In *ICCWS 2020 15th International Conference on Cyber Warfare and Security* (p. 363). Academic Conferences and publishing limited. DOI:10.34190/ICCWS.20.016 **(Scopus/Wos indexation)**. <https://doi.org/10.34190/ICCWS.20.016>
- 4) Adzovie, D. E., **Jibril, A. B.**, Adzovie, R. H., & Nyieku, I. E. (2020, July). E-Learning Resulting from Covid-19 Pandemic: A Conceptual Study from a Developing Country Perspective. In *7th European Conference on Social Media ECSM 2020* (p. 19). **(Scopus/Wos indexation)**. <https://doi.org/10.34190/ESM.20.500>
- 5) Javed, M., Tučková, Z., & **Jibril, A. B.** (2020, March). An Assessment of Tourist Satisfaction: A Review of Some Precursors and Consequences. In *ICTR 2020 3rd International Conference on Tourism Research* (p. 322). Academic Conferences and publishing limited. **(Scopus/Wos indexed)**. <https://doi.org/10.34190/IRT.20.052>

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- 6) **Jibril, A. B.**, Kwarteng, M. A., Chovancova, M., & Vykydalova, N. (2019, June). The Role of the Social Media Brand Community on Consumers' Purchasing Attitude. In *ECSM 2019 6th European Conference on Social Media* (p. 135). Academic Conferences and publishing limited. **(Scopus/Wos indexed)**
- 7) Kwarteng, M. A., **Jibril, A. B.**, Vykydalova, N., Pilik, M., & Jurickova, E. (2019, June). Consumer Perception of Social Media Marketing of Online Second-Hand Goods: Do Risks Matter? In *ECSM 2019 6th European Conference on Social Media* (p. 8). Academic Conferences and publishing limited. **(Scopus/Wos indexed)**
- 8) **Jibril, A. B.**, Kwarteng, M. A., & Chovancova, M. (2019, May). A demographic analysis of consumers' preference for green products. In *International Scientific Conference „Contemporary Issues in Business, Management and Economics Engineering”*. <https://doi.org/10.3846/cibmee.2019.044>
- 9) Botchway, R. K., **Jibril, A. B.**, Kwarteng, M. A., Chovancova, M., & Oplatková, Z. K. (2019, September). A review of social media posts from UniCredit bank in Europe: a sentiment analysis approach. In *Proceedings of the 3rd International Conference on Business and Information Management* (pp. 74-79). **(Scopus indexed)** <https://doi.org/10.1145/3361785.3361814>
- 10) Kwarteng, M. A., **Jibril, A. B.**, Botchway, R. K., Kwarteng, O. V., Pilik, M., & Chovancova, M. (2019, September). Assessing pre-purchase risk attributes towards used products: evidence from e-shoppers in the Czech Republic. In *Proceedings of the 3rd International Conference on Business and Information Management* (pp. 15-20). <https://doi.org/10.1145/3361785.3361815> **(Scopus and WoS Indexed)**
- 10) Vykydalova, N., **Jibril, A. B.**, Pilik, M., & Kwarteng, M. A. (2019, October). The Nexus between Social Media Engagement and Local e-Government Participation for Accelerated Growth: A Conceptual Study. In *European Conference on Digital Government* (pp. 170-IX). Academic Conferences International Limited. <https://doi.org/10.34190/ECDG.19.020> **(Scopus and WoS Indexed)**
- 11) **Jibril, A. B.**, Kwarteng, M. A., Chovancová, M., Denanyoh, R., Owusu, V. K., & Hoang, H. C. (2019). Should I purchase or not'? A literature review of country-of-origin effect on the use of domestic brand. In *15th Annual International Bata Conference for Ph. D. Students and Young Researchers (DOKBAT)*. Tomas Bata Univ Zlin. <https://doi.org/10.7441/dokbat.2019.047> **(WoS Indexed)**
- 12) Hoang, H. C., Hoang, T. Q. H., Chovancová, M., & Jibril, A. B. (2019). The theory of planned behavior toward organic food in vietnam: The moderation of environmental

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concern. In *15th Annual International Bata Conference for Ph. D. Students and Young Researchers (DOKBAT)*. Tomas Bata Univ Zlin. **(WoS Indexed)**
<https://doi.org/10.7441/dokbat.2019.035>

OTHER SCIENTIFIC RESPONSIBILITY

1. **Guest Editor** (Business track)- Journal: Current Social Sciences. **Special issue on "Sustainable Tourism Marketing Practices and Visitor Experience"**
2. **Associate Editor** (Marketing track) - Journal: Cogent Business & Management, Taylor & Francis, ABDC-B, ABS=1, Scopus Q2, IF=3.00.
3. **Reviewer**, (International journal of Information Management, Elsevier, ABDC-A*, ABS-2, IF= 21.00, Scopus Q1, WoS.
4. **Reviewer**, Journal of Competitiveness, Tomas Bata University in Zlin, IF = 3.850, Scopus Q1.

CONFERENCES AND WORKSHOPS ATTENDED

- 1) Active participant, The International Conference and Exhibition for Science (ICES2023), held in Riyadh, King Saud University, **Saudi Arabia**, on February 06-08, 2023.
- 2) Active participant, International Conference on Sustainable Business Practices in a VUCA World - ICSBP2022, June 23rd-24th, 2022, **Rabat Business School, Morocco**
- 3) Active participant, 15th International Conference on Cyber Warfare and Security (ICCWS 2020), 11 -14 March 2020, Old Dominion University, **Norfolk, Virginia, U.S.A.**
- 4) Active participant, 6th European Conference on Social Media (ECSM 2019), 13-14 June, 2019. **University of Brighton, UK.**
- 5) Active participant, International Working Conference on Transfer and Diffusion of IT (IFIP International Federation for Information Processing 2019), 21 – 23 June, 2019. **University of Ghana Business school (UGBS), Accra, Ghana.**
- 6) Active participant, The 3rd International Conference on Business and Information Management (ICBIM 2019), September 12-14, 2019. **Novotel Paris 17 Hotel, Paris, France.**
- 7) Active participant, 10th International Conference on Applied Economics and Contemporary Issues in Economy. 27 -28 June, 2019. Faculty of Economics sciences and Management, **Nicolaus Copernicus University, Torun, Poland.**

Jibril's CV

- 8) Active participant, International Scientific Conference "Contemporary Issues in Business, Management and Economics Engineering" at Vilnius Gediminas Technical University (Lithuania). May 13-14 in **Vilnius, Lithuania**.
- 9) Active participant, 3rd International Scientific conference on Economics and Management (EMAN 2019), 28 March, 2019, M-Hotel, **Ljubljana, Slovenia**.
- 10) Passive participant, International scientific conference "Economics Management Finance (EMF 2018)," 10 -11 October, 2018 at Faculty of Economics and Entrepreneurship of Pan-European University in Bratislava, **Bratislava, Slovakia**.

WORKING PAPERS UNDERVIEW (FORTHCOMING)

1. "How customer confidence, perceived wellbeing, digital consumer protection, and service delight promote customer loyalty in the Fintech context." Journal: ***Psychology & Marketing***. Publisher: Wiley (**ABDC-A, ABS-3, IF=5.507, Q=1**)
2. "Equifinal reasons for customers' market research cooperation: A comparative qualitative analysis of the influence of espoused cultural values and voice". Journal: ***International Journal of Consumer Studies***. Publisher: Wiley Online Library (**ABDC-A*, ABS-2, IF= 10.0, Q=1**) – 2nd revision
3. "Barriers to the adoption of Internet banking services: A Sub-Sahara African perspective". Journal: ***International Journal of Bank Marketing***. Publisher: Emerald. (**ABDC- A, ABS-1, IF=5.083, Q=1**)
4. "How dispositional traits and the task environment shape acceptance rate of mobile based food ordering and delivery services?" ***Technovation***. Publisher : Elsevier (**ABDC-A, ABS-3, IF= 11.373**)
5. "Antecedence of Buying Decision of Second-Hand Goods: Young-Adult Consumers' Perspective". Journal: Service science. Publisher: INFORMS. (**ABDC-B, ABS-1, IF= 2.704, Q=2**) – First revision

LANGUAGE SKILLS

OFFICIAL LANGUAGE: English

OTHER LANGUAGE(S): Czech, French, Arabic (all basics)

INTER-PERSONAL SKILLS

- † Good listener and communicator, Written and Verbal skills, Team-work
- † Oriented, Presenting, Organizational and planning skills, Decision-making, Analytical skills, Reliability, Strategic Planning, Critical
- † Thinking, Creativity, Motivated, Research and analytical skills

Jibril's CV

DIGITAL/TECHNICAL SKILLS

Computer: MS Office (Word, PowerPoint, Excel)

Statistical software: SPSS, AMOS, SmartPLS, WarpPLS, and ADANCO.

Others: Social Media networks, Google Drive, Google Docs, Outlook, Skype, Zoom, MS Team, Moodle, etc.

INTEREST

Reading, Teaching, Field data collection, Travelling, and Cooking.

REFEREES

Name	Position/detail
Prof. Albrecht Fritzsche	Chair of Doctoral Program, Rabat Business School, International University of Rabat, Morocco Email: albrecht.fritzsche@uir.ac.ma Mobile: +212 616666946
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