



Dr. Bukari Zakari

University of Professional Studies, Accra,

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PROFILE

Zakari Bukari is a lecturer at the University of Professional Studies and Accra (UPSA). He had his Ph.D. in Marketing from the Department of Marketing and Supply Chain Management, Putra Business School, University of Putra Malaysia. His research focuses on how consumer dynamics and cooperate reputation (with more emphasis on the inclusion and exclusion of marketing experienced board members) influence firms' values. His research outputs include; Antecedents and Outcome of Cooperate Reputation, and Voter Choice Behaviour in the Turbulence Emerging Democratic Environment among others. Zakari has several international conference proceedings in the relevant field. Zakari has a Bachelor of Science and a Master of Philosophy in Business Administration (Marketing option) from the University of Professional Studies Accra and the University of Ghana Business School respectively. His Ph.D. focuses on Determinants of Voters' Behaviour and Voting Intention in an Emerging Democratic Environment. Zakari had previously worked at the University of Ghana Business School as a Graduate Teaching and Research Assistant. He has also worked as a retailer in the industry for more than half a decade. Before joining UPSA as a full-time lecturer, Zakari worked at the IPE School of Management as an adjunct lecturer. Zakari has nearly a decade of teaching, research, and industry experience in Marketing and cooperative engagement. Zakari has won several international academic scholar and research awards, among them the 2019 Ph.D. candidate Global Scholar award and the 2020 Ph.D. thesis Global Scholar award, awarded by the Global Awareness Society International (GASI) in Marrakech, Morocco and Las Vegas USA respectively. He also has expertise in policy development and was a member of a team that developed and implemented the University of Ghana Business School Alumni guidelines for industry and Alumni engagement. He is a member of a team that developed the current Ghana School of Law (UGSoL) strategic plan and the Women Entrepreneurship Rise (WERise) Ghana strategic plan. His role in the strategic plan development includes but is not limited to; the review of the current strategic plan documents, conducting a situational analysis interview with the principal stakeholders, transcribing and grouping the salient issues under the various teams, conducting a situational analysis based on the findings, developed a matrix of SWOT analysis, contribute in developing the implementation plan and strategic pillars with objectives and activities as well as coming up with the various time's scale and activities matrix. He also has an advanced Certificate of Proficiency in; Leadership and Governance, public speaking and communication Skills, Entrepreneurship and Business Development, Financial Risk Management, and Health and Art Beauty Management from Landmark networking Executive Training Programme. His current projects focus on but are not limited to; how the inclusion of Marketing Experience Members Enhances Firms Value in Emerging Markets, the Role of the Media and Voters' Voting Decisions, Cooperate Reputation, Environmental Protection and Purchase Intention and Climate Insurance Purchase Intention among Smallholders in Sub-Saharan Africa.

EDUCATION

Putra Business School, University of Putra Malaysia

2017-2020

Doctor of Philosophy (Ph.D.) in Marketing

University of Ghana Business School, the University of Ghana Legon 2014-2016

Master of Philosophy (MPhil) in Marketing

University of Professional Studies, Accra (UPSA) 2009-2013

Bachelor of Science (BSc) in Marketing

Tamale Institute of Business Studies, Tamale **2005-2008**

West African Senior Secondary School Certificate Examinations (Business option)

PROFESSIONAL DEVELOPMENT PROGRAMMES

Institute of Chartered Accountants (Ghana) Part 2 2014-Date

Razia Ltd Hudaibiyya University College, Accra September- December 2013

Certificate in Islam and Management series module one

Landmark Network Executive Training,

Zenith University College **February, 2009-April, 2009**

Advanced Certificate in Leadership and Governance, Entrepreneurship and Business development and financial risk management, Public Speaking and Communication Skills and Health and Beauty Art Management.

COURSES TAUGHT

Master Degree Level

IPE School of Management **2017**
Strategic Marketing Management

Diploma and Bachelor Degree Level

University of Ghana 2016-2018

Social Marketing

Internet Business and Electronic Commerce

University of Professional Studies 2021 to Date

Marketing Research

Elements of Marketing

Introduction to Total Quality Management

Accra Technical University **2022 to 2023**

Marketing Communication

Principles of Marketing

<u>WORK EXPERIENCE</u>	<u>YEAR</u>
Voluntary Teaching	
University of Professional Studies	2021 to 2022
University of Professional Studies	2022 to date
<ul style="list-style-type: none">• Teaching Undergraduate students• Supervising Undergraduate long essays with the Head of the Department• Worked with the Head of the Department and the Dean of the Faculty of Management to develop a new program for accreditation	
Adjunct Lecturer/Training Facilitator	
IPE School of Management Christian Village Achimota-Accra	2017 to Date
<ul style="list-style-type: none">• Facilitates teaching and learning of Strategic Marketing Management• Facilitates teaching and learning of Marketing Applications Modules• Supervising students' long essays.	
Teaching Assistant	Aug., 2016-Aug., 2017
The University of Ghana Business School, University of Ghana, Legon	
<ul style="list-style-type: none">• Facilitates teaching and learning of Marketing Management for Under Graduate students• Facilitates tutorial for Graduate and undergraduates students• Supervises and reviews Undergraduate and postgraduates' long essays• Checkers references in students' long essays• Proofread students' long essays	
Research Assistant	Aug. 2017 to Date
The University of Ghana Business School, University of Ghana, Legon	
<ul style="list-style-type: none">• Carries out research on University Business School Alumni Engagement• Facilitates the development of short-term, medium-term and long-term strategic plans for Alumni Engagement• Reviewing and evaluating students' Research work• Writing reports on students' research work	

- Writing reports to the Management of the University of Ghana Business School on all the Alumni events and programs

Teaching/Administrative Assistant
University of Professional Studies, Accra (UPSA)

Sept. 2013- Aug. 2014

Performed general teaching assistantship and administrative duties

Teaching Intern

2010-2013

Stream Street College

Taught the final year students Business Management, Economics and Core Mathematics
Assisted in assessing students' term performance through class tests and examinations
Invigilated students' terminal examinations.

Teaching Intern

2013- 2014

James Alexander College

Teaching Intern,

2010-2013

Stream Street College, East Legon

Taught Business Management and Economics to year one to three students
Assisted in assessing students' term performance through class tests and examinations
Invigilated students' terminal examinations.

Sales executive

January, 2012 –August, 2013

General Food Consult, UPSA

- Received stock and distributed them to the various stores.
- Conducted daily stock records.
- Reporting to the Chief Executive Officer (CEO) on weekly basis on stock records.

Customer service Intern

June, 2012-August, 2012

Gamey And Gamey Group

Attended to customers.

- Ensured customers remain loyal to the company.
- Provided product or service information to assist customers in making purchase decision
- Served as a representative who interacts with customers to provide them with information to address enquiries regarding the services of the organization.
- Helped in generating sales leads.
- Assisted to answering telephone calls and made appropriate transfers on behalf of the company

AWARDS AND HONOURS

- Leland Stanford McKeeman Global Awareness Scholarship - 2019
- Global Awareness Society International Students Global Scholar Award 2020
- Three times best student price award winner; 2006 , 2007 and 2008 at Tamale Institute of Business studies
- **Best WASSCE (WAEC) Student**, Tamale Institute of Business Studies 2008.

RESEARCH INTERESTS

Service quality, Corporate Social Responsibility, Green Marketing, Social Marketing, political marketing, Marketing Research, International Marketing, and Sustainability Marketing , Strategic Marketing, Social interventions and Poverty Reduction, Social Interventions and Conflict Resolution.

TEACHING INTERESTS

Strategic marketing planning, Marketing research, Services Marketing, Integrated Marketing Communication, Total Quality management, International Marketing, Social Marketing, Internet Business and Electronic Marketing, Marketing management and Entrepreneurship development

SOCIAL AND ACADEMIC LEADERSHIP

Financial Controller, BSc. Marketing Student Association- UPSA

Senior Prefect, Tamale Institute of Business Studies

Secretary, Ghana Muslims Students Association – Tamale Institute of Business Studies branch.

PUBLICATIONS

- Bukari, Z., Abdul Hamid, A. B., Md. Som, H., Agbemabiese, G. C., & Quansah, F. (2022). Does political issue matter in voting intention in Ghana? A political marketing perspective. *Cogent Business & Management*
- Bukari, Z., Abdul Hamid, A. B., Md. Som, H., Uzir, Bashiru., S, Lawrencia., A, Sebrina., K.T, Hussam., A., H. (2023). (2023). *Determinants of Voters Behaviour and Voting Intention: The Mediating Role of Social Media*, *Cogent Business & Management* 2331-1975. 10.1080/23311975.2022.2140492
- Md U. H. Uzir, Zakari Bukari, Ishraq Jerin, Najmul Hasan, Abu B. Abdul Hamid, Thurasamy Ramayah (2021). Impact of COVID-19 on psychological distress among SME owners in Ghana: Partial least square–structural equation modelling (PLS-SEM) approach
- .Bukari, Z. (2016). Students' Perception of Service Quality in Higher Educational Institutions in Ghana and its effects on their loyalty (Published Master`s thesis), University of Ghana, Legon- Accra Ghana. Available at; <http://ugspace.ug.edu.gh/bitstream/123456789/21134/1/Students>
- Anlesinya. A Bukhari. Z, Bonuedi. A, Michael K. M, & Benewaa B. A & Nyanyofio. G (2018). "Antecedents and outcomes of telecom reputation in Ghana," *International Journal of Services, Economics and Management, Inderscience Enterprises Ltd*, vol. 9(1), pages 36-60.
- Bukari, Z, Abdul Hamid, A Md.Som. H (2019). Determinants of Voters` Behavior and Voting Intention in Ghana; Mediating and Moderating role of voters` trust and Voters` Loyalty Respectively. *Journal of International Conference Proceedings Vol 2, No 1*
- Bukari, Z., Hamid, A. B. A., & Hishamuddin, M. D. (2020). *Political Marketing: Ghana Voters' Behaviour, Trust, Loyalty and Intention to Vote*. Partridge Publishing.
- Anlesinya, A., Ahinsah, J., Bawa, F., Appoh, W. E. & Bukari, Z. (2014). The effect of corporate social responsibility on the financial performance of MTN Ghana Limited, *International Journal of Thesis Projects and Dissertations*, 2(1), 62-69
- Anlesinya, A., Bukari, Z. & Eshun, P. (2014). The effect of employee development on organizational performance at Controller and Accountant General's Department, Accra. *International Journal of Management and Commerce Innovations* ISSN 2348-7585 (Online) Vol. 2, Issue 2, pp: (283-290), Month: October 2014 - March 2015, Available at: www.researchpublish.com

Bukari, Z., Hamid, A. B. A., & Hishamuddin, M. D. (2020). *Political Marketing: Ghana*

Voters' Behaviour, Trust, Loyalty and Intention to Vote. Partridge Publishing

Uzir, H. Bukari, Z Hamid, A. B. A & (2021). Impact of COVID-19 on Psychological

Distress among SME owners in Ghana: Partial Least Square –Structural Equation Modelling Approach Manuscript accepted for publication. *Journal of Community Psychology*. Manuscript ID JCOP-20-441.R1

MANUSCRIPTS UNDER REVIEW

Uzir, H. Bukari, Z Hamid, A. B. A & (2023). Brand Trust and Brand Loyalty in Electronics

Home Appliances in Bangladesh: Moderating Role of Demography and Brand-Origin, Social Media and its Usage Duration . Accepted for publication in *Journal for Global Business Advancement*.

Applied Artificial Intelligence: Acceptance-Intention-Purchase and

Satisfaction on Smartwatch Usage in a Ghanaian Context. Accepted with modification Manuscript. Number.: HELIYON-D-23-01732R1

How do social media addiction and emotions influence other health issues during the disaster recovery period? – The moderating role of post-COVID timing

The Impact of Organizational Structure and Cynicism on Employee Performance in the COVID-19 Pandemic. Heliyon. Manuscript number HELIYON-D-23-06855

Digitization of Small and Medium-Sized Enterprises in the Restaurant Sector: Evidence from an emerging market, Ghana ID:229155247 Cogent Business and Management , Manuscript

Sustaining Small Enterprises in the post-Covid-19 era through Digital Technologies Cogent Business and Management , Manuscript ID:222697949.

Innovation Orientation and Firms' Financial Performance: The Moderating

Role of New Product Development Cogent Business and Management , Manuscript ID: 220952970.

Hossain-UZIR. M,D ; Abdul-Hamid A.B , Dr.; Ahmad Shaharudin Abdul Latiff, Dr.; Zakari Bukari, Dr.; Ramayah Thurasamy(2021). "Customer Satisfaction and Brand Loyalty in Electronic Home Appliances in Bangladesh: the Contingent Role of Brand Trust. *Journal of Asian Business & Management*

Uzir, H. Bukari, Z Hamid, A. B. A & (2021). Electorate Home Appliances in Bangladesh and Brand Loyalty: CB-SEM APPROACH Manuscript under review. *Journal of Small Business Management*

Bukari, Z, Abdul Hamid, A Md.Som. H (2019) Determinants of Voters` Behavior and Voting Intention in Ghana; *Academy of Marketing Studies Journal* Accepted for Publication.

Digitization of Small and Medium-Sized Enterprises in the Restaurant Sector: Evidence from an emerging market, Ghana

Innovation Orientation and Firms' Financial Performance: The Moderating Role of New Product Development

Bukari. Z Elkansah Madjedel (2021). A concept of Islamic relationship marketing in Saudi Arabia. *Journal of Islamic Marketing*.

Bukari Z. Sorugu J.I (2021) Climate insurance purchasing intention among smallholders in Sub-Saharan Africa.

Bukari Z. (2021) Sustainable environmental and purchase intention: The mediating role of cooperate reputation

MANUSCRIPTS IN PREPARATION FOR SUBMISSION

Bukari. Z; George Cudjoe Abemabiese; Qunsah. F & Anning-Dorson., T.Smart Climate insurance purchasing intention among smallholders in sub-Saharan Africa; Targeted at *Journal of Business Research*.

Bukari. Z & Anning-Dorson. When and how the inclusion of marketing experience board members can enhance firms' value; The mediating and moderating role of cooperate culture and CEO interlock. Targeted at *Journal of marketing*.

Bukari, Z., & Braimah, M. Building sustainable Higher Education. The role of Students Perceived Quality. Targeted at *Journal of Service Marketing*

Bukari, Z., sustainable environmental protection, purchase intention and firms' bottom line performance. Targeted at *Journal of Non-Profit making*

Anning-Dorson & Bukari, Z. The role of managerial interventions in restoring customer loyalty, following Service failure and recovery. Targeted at *Journal of Service Management*

CONFERENCE PROCEEDINGS/PRESENTATIONS

Bukari, Z, Abdul Hamid, A & Hishamudeen, M.D (2020), The Interaction and Non-

Interaction Effects of Trust, Loyalty, Determinants of Voters` Behaviour and Voting Intention. A paper accepted for Presentation at the Academy of Marketing Science 2020 Congress, Scheduled to take place on the 14th to 17th of 2020 at the University of Queensland Brisbane Australia

Bukari, Z, (2019), Sustainable environmental protection and purchase intention. Mediating

and moderating the role of cooperate reputation and consumers' geo-demographics characteristics' respectively. A paper presented at the 2019 Global Awareness Society International Conference 22nd to 24th May 2019 at Liborata Hotel Marrakech Morocco.

Bukari, Z, Abdul Hamid, A & Hishamudeen, M.D (2019), Does the Dominants' of Voters' Behaviour Matter in Ghanaian Voters' Voting Intention? A paper presented at the 2019 Global Awareness Society International Conference 22nd to 24th May 2019 at Liborata Hotel Marrakech Morocco.

Bukari, Z, Abdul Hamid, A & Hishamudeen, M.D (2020), The Role of Social Media in the Relationship Between the Determinants of Voters' Behaviour and Voting Intention In Ghana. A paper accepted for Presentation at the 2020 Global Awareness Society International Conference Schedule to take place from 19th to 21st May 2020 in Las Vegas USA.

Bukari, Z, Abdul Hamid, A & Hishamudeen, M.D (2019), Determinants of Voters' Behavior and Voting Intention in Ghana; Mediating and Moderating role of Voters' Trust and Voters' Loyalty Respectively. A paper presented at the International Conference on Project Management Innovation in Digital Industries at Aryaduta Hotel, Indonesia April, 5th -6th 2019

Bukari, Z, Abdul Hamid, A & Hishamudeen, M.D (2018), Does political issues, voters' Trust and Voters' Loyalty matter in Voting Intention in Ghana? A paper presented at the International Conference on Dynamic Innovation at Aseana Spa Resort Hotel Lankakwi Island, Langkawi, Malaysia, November 19th -22nd 2018

Bukari, Z Hinson, R. E.(2016). Students' Perception of Service Quality in Higher Educational Institutions in Ghana. Paper presented at *South African International Conference on Education (SAIED), 19-21 September 2016 Pretoria South Africa.*

Anlesinya, A., Bukari, Z., A., Bonuedi, A. A., & Brefo-Manuh, A. B. (2016). *Corporate Reputation and Customer Outcomes in Ghana's Telecommunication Industry*. Paper presented at International Research Initiative Conference (IRIC), October 26th, Accra, Ghana.

REVIEW PAPERS

AMSWMC 2020 CONGRESS

Relationship Impact of Pressure on Suppliers to Improve Quality: Structured Abstract

Thank you for agreeing to review papers for Service Marketing and Customer Experience

Track committee member

RESEARCH GRANT

APPROVED

2019

Sole Research : Sustainable environmental protection and Purchase Intention: The Mediating and Moderating Role of Corporate Reputation and Consumers' Geo-demographics Characteristics. Global Awareness Society International 2020 Conference in Las Vegas Student traveling Grant (USD 700)

2020

Principal Researcher: Determinants of Voters' and Voting intention in Ghana: The Mediating and Moderating Role of Trust and Loyalty. Global Awareness Society International 2020 Conference in Marakech, Student traveling Grant (USD 500)

2022

Sole Research : Climate Risk Insurance Purchase Among Small Holders In Ghana and their Livelihood. . Model United Nation Youth 2023 Conference at New York, Students Traveling Grant (1450 Euros)

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ACADEMIC EXPERIENCE

2023 Member of Committee for the Development of Master of Philosophy in Marketing Program , Accra Technical University

2022 Chairman of committee for the Development of Masters of Arts Political Marketing and Strategy program, University of Professional Studies Accra

2022. Member of Committee for the Development of Bachelor of Arts in Tourism and Hospitality Management program, University of Professional Studies Accra

2022 .Member of Committee for the Development of Master of Philosophy in Marketing Program, University of Professional Studies Accra.

2022. Member of Consultancy group for the Development of University of Ghana School of Law Strategic plan, University of Ghana

2017. Member of a Team for the Development of the University of Ghana Business School Alumni Guidelines for the Industry and Alumni Engagement, University of Ghana

SUPERVISION AND THESIS EXAMINATION

MASTERS DEGREE

1. Hannah Esther Brow Index Number: 10283602(Main Supervisor)
2. Victoria Agodza Index Number: 10282329(Main Supervisor)
3. Beatrice Apeweh Issaka Index Number: 10283490(Main Supervisor)
4. Ebenezer Gyan-Acquah Index Number: 10282832(Main Supervisor)
5. Godson Quist Buruku Index Number: 10293940(Main Supervisor)
6. Michael Mensah Ayenu Index Number: 10294378(Main Supervisor)

7. Vanessa Tenkorang Index Number: 10292797(Main Supervisor)
8. Darlene Lamptey Index Number: 10293788(Main Supervisor)

BACHELOR OF SOCIAL SCIENCE AND HUMANITIES WITH HONOURS

GROUP 1 Title: SMEs Resilience and Psychological Distress Reduction in a Global Pandemic: The Role of Innovation

1. Ampofo Henry , Index Number: 01200758D
2. Terkpetey Olivia Dede Index Number: 01202050D
3. Harriet Assantewaa Opoku Index Number: 01204387D
4. Shadatu Basimatu Saha Index Number: 01204399D

GROUP 2 Title: Customer Involment Capability and Higher Educational Institutions Performance: The Mediating Role of Organizational Committment

5. Arye Nii Hara Ayitey Index Number: 01203058D
6. Fawzi Sarpong Dubgatey Index Number: 01203545D
7. Joy Amo-Mensah Index Number: 01203801D

GROPU 3 Tittle: The Role of Innovation and SMEs Response to Covid-19:The Role of Enterpreneural Resilience

8. Agbakeh Wisdom Index Number: 01201375D
9. Aboagye Jessica Naa Esi Index Number: 01203913D
10. Agyei Priscilla Afia Enduro Index Number: 01201777D

GROP 4 Tittle:

11. Asare Sasu Cecil Index Number: 01201375D
12. Sasu Sena Eugene Index Number: 01203913D
13. Beatrice Dede Tettey Index Number: 01203909D

GROP 5 Tittle: Voters` Involment and Election Outcome: The Role of Grass Root Participation

14. Zakari Hannan Index Number: 01202609D
15. Patric Bryant Augustt Index Number: 01203571D
16. Stephen Kusi Appiah Index Number: 01201130D

**GROP 6 Tittle: Crises management and SMEs Survival in a Global Pandemic:
The Role Orgaizational Resilience**

- 17. Cobbold Richad Index Number: 01201777D
- 18. Agyei Priscilla Afia Enduro Index Number: 01202981D
- 19. Aboagye Nanaesi Jessica Index Number: 01201861D

**GROP 7 Tittle: Social Media as an Alterntive Poltical Campaign Strategy in
Covid-19. The Role oof the Party Executives**

- 20. Ibrahim Zilata Index Number: 01203568D
- 21. Tagoe Enestina Naa Dedei Index Number: 01203194D

**GROP 8 Tittle: Ghana`s SMEs Sector Post Covid-19 Recovery: The Role of
Stakeholder Participation and Ivestment Sustainainability**

- 22. Haruna Abdul Malik Index Number:
- 23. Wallah Mohammed Awal Index Number:

TECHNICAL AND SOFT SKILLS

- 1. Excellent Communication skills
- 2. Excellent organizational skills
- 3. Team Player (mix easily and work with others)
- 4. Excellent command of Microsoft Office (Word, PowerPoint, Excel ...).
- 5. Research Software (SPSS and SEM).
- 6. Critical Thinking skills
- 7. Adaptive
- 8. Fast learner
- 9. Ability to work with little or no supervision.

HOBBY

My hobbies include but are not limited to research; reading inspirational books, watching movies, and sports (football, volleyball, handball, and hockey).

PROFESSIONAL MEMBERSHIP/AFFILIATION

- 2. Institute of Chartered Accountants, Ghana (ICAG)-Ghana, 2014 –Date

REFERENCES

Professor. Thomas Anning Dorson, Department of Marketing and Entrepreneurship University of Ghana Business School; Phone: +233244114700, Email: tanningdorson@ug.edu.gh.

Dr. Kobby Mensah, Department of Marketing and Entrepreneurship University; +233263626028, Email: kobbymensah@ug.edu.gh

Dr. Mahamah Braimah, Department of Marketing and Entrepreneurship University of Ghana
Business School; Phone: +233(0)243753069 Email:mbraimah@ug.edu.gh

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