



EXCELSIA
COLLEGE
— Sydney —



DR. Henry Boateng

BA, MPhil, Ph.D.

Sessional Lecturer

BIOGRAPHICAL DETAILS

Henry is a lecturer and a prolific researcher. He has over 9 years of experience in teaching, research and curriculum development in Marketing, Knowledge Management and other allied disciplines.

Henry has worked on several research projects at the University of Technology Sydney (UTS) and at the University of Ghana Business School. For example, at the UTS, He has worked with Prof. Jim Macnamara and Prof. Sun on a research project titled “Formative and evaluative research: Capacity building, participatory communication and co-creation to reduce smoking rates of people from a Chinese speaking background in NSW”.

Henry has consulted for several organizations including the University of Technology Sydney (UTS), Australia, the Multicultural Health Communication Service (MHCS), NSW Australia, and Health Education and Training Institute, NSW Health.

EDUCATION

Henry holds a Ph.D. in Knowledge Management from the University of Technology Sydney, Australia.

RESEARCH INTERESTS

Henry is a multidisciplinary researcher. His research interest covers Knowledge management, services marketing, social responsibility, Social Media, Branding, Corporate and Marketing Communications, Tourism and Hospitality marketing.

AWARDS AND HONOURS

Best Paper: Nylund, P., Arimany, N., Ferrax, Z., Viardot, E., Boateng, H., & Brem, A. 2018. “Internal and External Financing of Innovation: European Evidence”, *Society of Open Innovation: Technology, Market, and Complexity*, Naples, Italy, June 26th-29th, 2018

Highly Commended Paper in the 2016 *Emerald Literati Network Awards for Excellence*, Emerald, UK.: Boateng, H., & Okoe, A. F. (2015). Consumers' attitude towards social media advertising and their behavioural response: The moderating role of corporate reputation. *Journal of Research in Interactive Marketing*, 9(4), 299-312.

SELECTED PUBLICATIONS;

JOURNAL PAPERS

Mrva-Montoya, A., Luca, E. J. & Boateng, H. 2019, Understanding academic authors in the humanities, arts and social sciences: their publishing experiences, values and perspectives, *Journal of Scholarly Publishing*

Nylund, P., Arimany, N., Ferras, X., Viardot, E.; Boateng, H., Brem, A. 2019. Internal and External Financing of Innovation: Sectoral differences in a longitudinal study of European firms, *European Journal of Innovation Management*. doi.org/10.1108/EJIM-09-2018-0207

Hinson, R., Kosiba, J.P, Boateng H., Odoom, R., Gyampo, R, 2019. “Dialogic features of Brand South Africa’s Website and Consumers' (tourists') intentions to visit”, *European Business Review*

Agyemang, F. G., and Boateng, H. 2019, Tacit knowledge transfer from a master to an apprentice among hairdressers. *Education+ Training*, vol. 61 no.1, pp. 108-120.

Boateng, H., Kosiba, J.P, Okoe. F.A, 2019, Determinants of consumers’ participation in the sharing economy: A social exchange perspective within an emerging economy context *International Journal of Contemporary Hospitality Management*, vol. 31 no.2, pp. 718-733