

Personal information

Name: Stephen Oduro

Education since leaving school

2015: Bachelor of Management Studies, University of Cape Coast, Ghana,
-Grade: **First Class Honours (3.7/4)**

2018: MSc in Business Management, Sapienza University of Rome, Italy,
-Grade: **110/110 Cum lode**

2022: Ph.D. in International Management, University of International Studies of Rome-UNINT,
-Grade: **Excellent (Ottimo)**

2022 (April-Sept): University of Marconi, Rome, Italy
6 months post-doc research.
Research theme: "Sustainability and Innovation in Made Italy SMEs."

2022 (Sept-Dec): UNIVPM - Università Politecnica delle Marche, Ancona, Italy
4 months post-doc research.
Research theme: Salesforce and firm performance.

Previous recent appointment

- **Title of position**
-Adjunct Professor (Professore a contratto), Part-time- (Innovation Management & International Sales Management); **Teaching**
- **Start of appointment:**
-February 2022
- **Level of appointment (in national / international context):**
-National
- **employer (University, research institute, status of university/institute):**
-University of International Studies of Rome-UNINT, Italy
- **Brief description of responsibilities:**
-Teaching on part-time: Undergraduate course: Innovation Management;
Master course: International Sales Management;
-Thesis supervision (Post-graduate)
-Examination committee member
-Coordination of meetings/receiving students
-Exams supervision (undergraduate & post-graduate)

Professional experience

From / to	Job title	Name of academic Institution	Academic level	responsibilities
2022 (Feb)-date (Dec)	Professor on contract- Adjunct professor (teaching part-time)	University of International Studies of Rome, Italy- UNINT	Post-graduate, & PhD	Teaching & Research; Exams supervision; Participation in Exams commission; Thesis supervision; coordinating meeting
2019-2022 (March)	Cooperation Coordinated e Continuous	University of International Studies of Rome, Italy,	Post-graduate	Research Activity

	for activity of Research	UNINT		
2018 Jan-June 2018	Marketing Intern	Pieralisi M.A.I.P SPA, Italy	Post-graduate	Scouted the African Market (North Africa, West Africa, and Southern Africa) to increase market presence Undertook market research for the Separate Solutions Unit of the company Identified regions/areas most receptive to the value proposition of the company Conducted competitor analysis Carried out market development analysis Created a database of potential customers
2015- 2016	Teaching/Research Assistant	University of Cape Coast, Ghana	Undergraduate	-Teaching and Research in Research Methodology, Strategic Marketing, and Marketing Management; -Thesis supervision -Marking of Exams -Organizing conferences and workshops -Exams supervision
2011- 2015	Cashier	Cashier, Afabof Enterprise, Kumasi (Ghana)	Undergraduate	-Prepared bank reconciliation statement -Prepared payroll Prepared statement of account every quarter; -Cash management -Stock control and Management

Experience in academic teaching

- **Title of courses given last 5 years, name of University/Institute, subject area, academic level (under-/post-graduate / Ph.D.), results of evaluations (full details in appendix)**
 1. **2021:** International Brand Management, University of International Studies of Rome-UNINT, post-graduate. (6CFU, 36hours). As Co-tutor, I taught 6 hours
 2. **2022** (March-June): International Brand Management, University of International Studies of Rome-UNINT, post-graduate. (6CFU, 36hours). As Co-tutor, I taught 12 hours
 3. **2022:** Innovation Management, University of International Studies of Rome-UNINT (6 CFU, 36 hours, 4 hours per week)
 4. **2022:** International Sales Management, University of International Studies of Rome-UNINT (6 CFU 36hours, 4 hours per week)
 5. **2023:** Marketing Research, Methods and Tools, Free University of Bolzano, 6 CFU 40hrs
 6. **2024:** International Marketing, University of International Studies of Rome, 6 CFU, 28hours (co-tutor)
 7. **2024:** Management delle Aziende Familiari, Free University of Bolzano, 6 CFU, 40 hors
- **Summary of significant personal achievements in teaching**
 1. Best innovation paper award (EURAM 2021)

2. Excellent evaluations from students in the International Brand Management course (Postgraduate-level), University of International Studies of Rome, Italy-UNINT

- **Postgraduate supervision (Master level): number of students supervised in the last five years with subject areas**

- **2023**

1. Francesca Martinelli (FDE07236): *Determinants and drivers of eco-sustainable purchase behaviour of bio cosmetic products in Italy: a comparative study between Italian and French Brands*

-University: University of International Studies of Rome-UNINT, Italy

-Subject area: Marketing (luxury management)

2. Viviana Andreoli (FDE07415): *Co-creation of value: a study on the impact of co-creation on willingness to pay more for luxury fashion brands.*

-University: University of International Studies of Rome-UNINT, Italy

-Subject area: Marketing (Brand & luxury management)

- **2022**

1. Arianna Duonnolo (FDE07187): *How luxury values influence consumers' adoption or acceptance of online luxury purchasing technologies: A comparative study of Generation Y and Generation Z in Italy*

-University: University of International Studies of Rome-UNINT, Italy

-Subject area: Marketing (Luxury & Brand management)

2. Elisa Piras: *Impact of Glocalization on Consumer Brand Equity and Purchase Intention in the luxury sector in Italy: A comparative study of Gucci and Dior.*

-University: University of International Studies of Rome-UNINT, Italy

-Subject area: Marketing (Luxury & Brand management)

Other academic responsibilities

- **Internal appointments to faculty and university boards:**

***Examination Committee Member:**

- Marketing for Made in Italy (Masters),
- Luxury and Fashion Management (Masters),
- International Management (Masters),
- Management e Strategia (Undergraduate)
- International Organizations (Masters)

- **Responsibilities for organizing conferences/seminars/exhibitions**

-1st Annual ACADEMIA AND INDUSTRY CONFERENCE - "Contemporary Business Management Practices, Issues, and Policies" from 25th-26th October 2017, at the School of Business, University of Cape Coast, Ghana

Main duties:

- Organizing committee member
- Local arrangement including conference room, conference site, among others
- Directing the conference participants to the conference hall
- Lining up the speakers
- Arranging catering and food services

Memberships

1. European Academy of Management (EURAM)
2. Società Italia Marketing (SIM)
3. Institute of Chartered Accountants, Ghana (ICAG); Student (Level 2)

Research and scholarships

- **Summary of current research and scholarship**

-My current research focuses on building theories and conducting empirical research on sustainability, digital technologies, Entrepreneurship, and innovation

management in SMEs (both family and non-family businesses) using different methodologies, including systematic literature review, meta-analysis, and network analysis. In particular, I have been using meta-analysis to build performance measures and theories on how varying management themes (e.g., CSR, open innovation, organizational ambidexterity, digital technologies, industry 4.0) influence the performance of firms.

Some of the current research and scholarship papers:

-Oduro, S. & Haylemariam, L. G. (2023). Effect of Social Digital Responsibility (CDR), firm reputation, and organizational ambidexterity. A mediation analysis

-Haylemariam, L. G. & Oduro, S. (2023). Entrepreneurial Agility Orientation and Firm Performance of IT Firms: A Mediated-moderated model.

-Matarazzo, M., Oduro, S., Gennaro, A. & Marsigalia, B. (2023). Stakeholder engagement for sustainable value co-creation of SMEs: Evidence from made in Italy, *Business Ethics: the Environment and Responsibility* (Special issue, Special Issue: Stakeholder Engagement: (Re)thinking Value Creation Processes in the Networks) (**1st round of Review**).

-Haylemariam, L. G., Oduro, S., Mainolfi, G., Alessandro De Nisco, A. (2023). Women entrepreneurial orientation: A systematic literature review. *Entrepreneurial Business and Economics Review* (EBER). (**2nd round of Review**).

-Oduro, S., De Nisco, A. & Mainolfi, G. (2023). Digital technologies and firm performance: A meta-analysis.

Funded group research project, University of International Studies of Rome

-Mainolfi, G., De Nisco, A., Diamantopolous, A., Oduro, S. & Dragana, M. (2022). Country stereotypes as mediators of the countervailing influences of consumer xenocentrism and animosity on purchase behaviors.

-Mainolfi, G., De Nisco, A., Tania, M., A., Oduro, S. & Dragana, M. (2022): Sustainability and consumer behavior toward fashion luxury brands

- **Summary of research and scholarship during the previous five years**

-My whole research and publication experience has been, indeed, in the last five years, beginning in 2017, when I had my first publication, entitled, "Effect of Legal and Regulatory Framework on SMEs Growth in the Accra Metropolis of Ghana." It is the leading paper on my citation list on Google Scholar (37 citations so far).

-I have participated in 12 conferences as an active presenter (4 national and 8 international conferences) organized by reputable professional bodies, including the European Academy of Management (EURAM), European Academy of Marketing (EMAC), Società Italia Marketing (SIM), among others. My active participation in these prestigious conferences gave me international exposure and the opportunity to get other professors and professionals to work with on different research activities. Also, the constructive feedback from conference reviewers and spectators offered me valuable insights that helped in the development of the manuscripts for journal publication

-In June (2022), I participated in a two-month systematic review and meta-analysis workshop organized by the Association of Professional Researchers & Academicians (APRA). Participation in this workshop allowed me to learn advanced methodologies and software for conducting systematic reviews and meta-analyses like Vosviewer, Biblioshiny, etc.

-I have also attended other important workshops and seminars on research

publications like "How to Publish in Top Tier & SSCI Indexed Journals, IFITT TURKEY CHAPTER, "Workshop on Qualitative Research and Data Analysis using NVivo" (GLOSERV, University of South Florida), How to improve article acceptance rate and publish quicker: a guide to getting published (Emerald Publishing Group), "How to peer review (Sage publishing), among others

-Consequently, in these last five, which comprise my whole years of research experience, I have published 26 peer-reviewed articles in nationally and internationally recognized outlets, 12 articles in conference proceedings, and 10 working papers (under review). My publications appear in top-tier journals like Marketing Intelligence and Planning, European Journal of Innovation Management, Journal of International Consumer Marketing, Journal of Modelling in Management, Sustainability Accounting, Management, and Policy Journal.

-Six top-cited papers include:-

1. Nyarku, K. & Oduro, S. (2017). Effect of Legal and Regulatory Framework on SMEs Growth in the Accra Metropolis of Ghana. *International Journal of Entrepreneurship and Innovation*, 19(3), 207-217

2. Oduro, S. (2019). Examining open innovation practices in low-tech SMEs: insights from an emerging market. *Journal of Science and Technology Policy Management*, 2(1), 12-32

3. Oduro, S. (2019). Exploring the Barriers to SMEs' Open Innovation Adoption in Ghana: A mixed research approach. *International Journal of Innovation Science*, Emerald Publishing Limited

4. **Oduro, S.**, Gugliemo, M., & De Nisco, A. (2021). Green Innovation: A multidomain systematic review, *European Journal of Innovation Management*, 34 (2), 23-41

5. **Oduro, S.**, and Haylemariam, L. G. (2019). "Market orientation, CSR and financial and marketing performance in manufacturing firms in Ghana and Ethiopia." *Sustainability Accounting, Management and Policy Journal* 10, no. 3 (2019): 398-426

6. **Oduro, S.** & Nyarku, K. M. (2017). Incremental innovations in Ghanaian SMEs: propensity, types, performance, and management challenges. *Asia-Pacific Journal of Management Research and Innovation* 14 (1-2), 10-21

- **Summary of significant achievements in research and scholarship**
 - Best Innovation paper**, EURAM 2021, the title of the paper, "*Synthesizing 17 years of open innovation research: A meta-analysis of its impact on firm performance.*"
 - Best Presentation Award**: International Conference on Social Entrepreneurship and Innovation, Barcelona, Spain, 2019. Paper Title: "*Entrepreneurial Orientation and Innovation Outcomes in Ghanaian Social Enterprises: Interaction Effect of Organizational Unlearning.*"
 - H index** (Google Scholar 14; total citations 479 (2017-2022), on January 2024),
 - Number of refereed publications in 5 years: **31** international and national journals, 1 in print, and 5 under review
 - National and international conferences: 14:- National (5), international (9).

- **Research grants and contracts**

Date granted	Award Holder(s)	Funding Body	Title	Amount received

01/04/2022	Stephen Oduro	University of Marconi, Rome, Italy	Sustainability and Innovation for "Made in Italy"	6000 Euros
09/04/2021	Mainolfi, G., De Nisco, A., Diamantopolous, A., Oduro, S. & Dragana, M. (2022).	University of International Studies of Rome	Country stereotypes as mediators of the countervailing influences of consumer xenocentrism and animosity on purchase behaviors.	5000 Euros
04/04/2022	Mainolfi, G., De Nisco, A., Taania, M., A., Oduro, S. & (2022)	University of International Studies of Rome	Sustainability and consumer behavior toward fashion luxury brands.	5000 Euros

Reviews

2023-Date	Marketing Intelligence & Planning Technovation African Journal of Management Studies Cogent and Business Management
2021-Date	Strategic Management Society (SMS) European Academy of Management (EURAM)
2019-2021	Journal of Knowledge Management
2019-2020	Journal of Intellectual Capital
2018-2023	International Journal of Innovation Science
2019-2020	Asia-Pacific Journal of Management

Publications

- **Conference papers (Proceedings)**

*-Haylemariam, L. G., **Oduro, S.**, Mainolfi, G., De Nisco, A. (2023). Does corporate sustainability impact SMEs' competitiveness? A meta-analytic review. Sinergie-SIMA 2023 Conference REDISCOVERING LOCAL ROOTS AND INTERACTIONS IN MANAGEMENT. June 29th and 30th, 2023, Bari - Italy

-Matarazzo, M., **Oduro, S.** & Marsigalia, B. (2023). Green Marketing and SMEs performance: A meta-analysis. 16th Annual Conference of the EuroMed Academy of Business (EMAB) entitled: Business Transformation in Uncertain Global Environments, September 27th-29th, 2023, in Vilnius, Lithuania.

-Mainolfi, G., Vergura, D. T., **Oduro, S.** & De Nisco, A. (2023). Green guilt or green pride? The influence of anticipated emotions on sustainable fashion consumption. SIM CONFERENCE 2023, Cagliari from 24-27 September 2023.

-**Oduro, S.** Romoli, A., Cardinali, S., Mainolfi, G. & De Nisco, A. (2023). Impact of Salesforce Automation and social selling technologies on Salesforce performance: A meta-analytic review. European Academy of Marketing (EMAC) 2023 conference, Odense, Denmark.

Oduro, S. & De Nisco, A. (2022). From Industry 4.0 to innovation

ambidexterity to firm performance: A MASEM analysis. EURAM 2022, Zurich. ISSN 2466-7498 and ISBN: 978-2-9602195-3-1

Mainolfi, G., De Nisco, A., Diamantopolous, A., Oduro, S. & Dragana, M. (2022). Country stereotypes as mediators of the countervailing influences of consumer xenocentrism and animosity on purchase behaviors. EMAC conference 2022.

***Oduro, S., Kot, D.A., Clandastine, S. & Vincenzo, Cripò (2021). Synthesizing 17 Years of Open Innovation Research: A meta-analysis of its impact on firm performance, EURAM 2021 conference, Quebec Canada, ISSN 2466-7498 and ISBN: 978-2-9602195-3-1**

-**Oduro, S. & De Nisco, A. (2021), Beauty in Retailing: A meta-analytic review of the effect of design atmospherics on shopping outcomes." Global Conference on Services and Retail Management (GLOSERV 2021).**

-**De Nisco, A. & Oduro, S. (2020). Partitioned country of origin effect on consumers behavior: a meta-analytic review of the empirical evidence, EMAC Regional 2020 Annual Conference, Zagreb, Hungary, September 16-19, 2020**

-**Oduro, S. & De Nisco, A. (2019). State of the art and evolution of partitioned country of origin research: A systematic literature review of empirical evidence. SIM conference, Piacenza, Italy, 24-25th October, 2019.**

-**Oduro, S. (2019). Analyzing the Nexus Between Entrepreneurial Orientation and Innovation Outcomes in the Ghanaian Social Enterprise Context: Interaction Effect of Organizational Unlearning. Social Entrepreneurship and Innovation Conference, Barcelona, Spain. May 24-26**

-**Nyarku, K. & Oduro, S. (2017). The Effect of Corporate Social Responsibility on Marketing Performance in Manufacturing Firms: The Mediating Effect of Supplier Relationship Management. At 1st Annual ACADEMIA AND INDUSTRY CONFERENCE - "Contemporary Business Management Practices, Issues, and Policies" from 25th-26th October 2017, at School of Business, University of Cape Coast.**

-**Oduro, S. & Nyarku, K. (2017). Examining the Effect of Corruption and Bureaucracy on SMEs Growth in the Kumasi Metropolis of Ghana. The 6th Annual Conference on "Universities, Entrepreneurship and Enterprise Development," University of Nairobi, Kenya, 19th July 2017!**

-**M Michela, C Stefano, NMR De Nisco Alessandro, Oduro, S. A Segmentation Approach to Country Image. A study on Perception of Italy across seven Emerging Markets, Naples Forum on Service. Www. <http://www.naplesforumonservice.it/>**

- **Journal articles in refereed academic journals**

- Matarazzo, M., **Oduro, S.**, Gennaro, A. & Marsigalia, B. (2024). Stakeholder engagement for sustainable value co-creation of SMEs: Evidence from made in Italy, *Business Ethics: the Environment and Responsibility*.

-**Oduro, S., De Nisco, A. & Mainolfi, G. (2023). Do digital technologies pay off? meta-analytic review on the digital technologies—firm performance nexus. *Technovation*, 128 (1), 12-34**

- **Oduro, S. Alessandro, D. N. & Petruzzellis, L. (2023). "Country of Origin Image: A meta-analytic review and assessment of its impact on consumer**

brand evaluation." *Journal of Product & Brand Management*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JPBM-01-2023-4328>

-Oduro, S., & Mensah-Williams, E. (2023). Marketing Capabilities and Competitive Performance in the SMEs Context: A Bi-Theoretical Perspective. *Journal of Small Business Strategy*, 33(2), 17–35. <https://doi.org/10.53703/001c.77458>

-Mason, M. C., Oduro, S., Muhammad, U. R. & Zamparo, G. (2023). Effect of Consumption Values on Consumers' Behavior: A Meta-analysis. *Intelligence & Planning*, Vol. 41 No. 7, 2023

-**Oduro, S.** & De Nisco, A. (2023). From Industry 4.0 to innovation ambidexterity to firm performance: A MASEM analysis. *European Journal of Innovation Management*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EJIM-02-2023-0106>

-**Oduro, S.** Alessandro, D. N. & Petruzzellis, L. (2023). "Country of Origin Image: A meta-analytic review and assessment of its impact on consumer brand evaluation." *Journal of Product & Brand Management*. (in print)

-**Oduro, S.**, De Nisco, A. & Mainolfi, G. (2023). Do digital technologies pay off? meta-analytic review on the digital technologies—firm performance nexus. *Technovation journal*, 128 (1), 12-34.

Oduro, S. Alharthi Rami Hashem, E., & Alsharif, A. H. (2022). Organizational Ambidexterity and social enterprise performance: A Ghanaian Perspective. *South Africa Journal of Management and Social Sciences*, 5(2), 1-9

Oduro, S. & De Nisco, A. (2022), Beauty in the eyes of the beholder: A meta-analytic review of the effect of design atmospherics on shopping outcomes. *International Journal of Electronic Marketing and Retailing*, 4(2), 1-27

-**Oduro, S.** (2022). "Entrepreneurial orientation and innovation performance of social enterprises in an emerging economy," *Journal of Research in Marketing and Entrepreneurship*. Emerald Publishing Group.

-***De Nisco, A.** & Oduro, S. (2022). Partitioned country of origin effect on consumer behavior: a meta-analysis, *Journal of International Consumer Marketing*. 18(2), 12-36

-***Oduro, S.**, Vincenzo, S., Manfo, C.S.N, & Kot, D. A., Nguar (2021). Are we happy together? A meta-analytic review of the impact of open innovation on firm performance, *International Journal of Innovation Management* Vol 25, no. 09 (2021): 1-44.

-***Oduro, S.**, Kot, D. K, De Nisco. A., Alharthi, R. H. E, Maccario, G., Bruno, L. (2021): Corporate Social Responsibility (CSR) and SME performance: A meta-analysis, *Marketing Intelligence, and Planning*, Vol. 40 No. 2, pp. 184-204.

-***Oduro, S.**, and Haylemariam, L. G. (2019). "Market orientation, CSR and financial and marketing performance in manufacturing firms in Ghana and Ethiopia." *Sustainability Accounting, Management and Policy Journal* 10, no. 3 (2019): 398-426.

-***Oduro, S.** Lara Bruno & Guglielmo Maccario (2021): Corporate social responsibility (CSR) in SMEs: what we know, what we don't know, and what we should know, *Journal of Small Business & Entrepreneurship*, DOI:

10.1080/08276331.2021.1951064

-Frolli, A., Cavallaro, A., Oduro, S. et al. (2021). DDAA and Maternal Reflective Functions. *Current Psychology*. <https://doi.org/10.1007/s12144-021-01818-0>

-*Oduro, S. & Nyarku, K. M. (2017). Incremental innovations in Ghanaian SMEs: propensity, types, performance, and management challenges. *Asia-Pacific Journal of Management Research and Innovation* 14 (1-2), 10-21

-*Oduro, S., Guglielmo, M., & De Nisco, A.(2021). Green Innovation: A multidomain systematic review, *European Journal of Innovation Management*, 34 (2), 23-41

-Cavallaro, A, Frolli A, Ricci, MC , Bosco A , Orefice A, D'allocco G, Valenzano L, De Falco L, Oduro, S (2020). COVID-19 pandemic: Psychological effects of quarantine of adults and children, *Current Pediatric Research*, 24(8), 290-297

-*Oduro, S., Gbadeyan, R. A. & Nyarku, K. (2020). Supplier Relationship Management and Hospital Performance in Emerging Economy Context: A Comparative Study. *Journal of Modelling in Management*, 3(2), 23-34. Emerald Publishing Limited

-*Oduro, S. (2019). Examining open innovation practices in low-tech SMEs: insights from an emerging market. *Journal of Science and Technology Policy Management*, 2(1), 12-32

-*Oduro, S. (2019). Exploring the Barriers to SMEs' Open Innovation Adoption in Ghana: A mixed research approach. *International Journal of Innovation Science*, Emerald Publishing Limited

-Nyarku, K.M. & Oduro, S. (2019). Supplier relationship management on CSR and marketing performance relationship, *Indonesian Journal of Sustainability Accounting and Management* 3 (1), 27-37.

-Gbadeyan, R. A., Abina, M. B. & Oduro, S. (2018). Brand Alliance and Purchase Intention of Consumable Products in Lagos, Nigeria. *Journal of Business and Value Creation*, Vol. 7, 136-147

-Gbadeyan, R. A., **Oduro, S.**, Mustapha, E. Y. & Abina, M. B. (2018). Impact of Social Media on Product and Service Promotion among Small Scale and Medium Enterprise in Ghana. *Ilorin Journal of Marketing* 5 (1), 92-106.

-Oduro, S. (2017). The Mediating Effect of Individual Characteristics and Culture on Packaging and Consumer Purchase Decisions. Evidence from Consumers of Cosmetics, Ghana. *Journal Marketing and Consumer Research*, 37(1), 41-51.

-Gbadeyan, R. A., Oppon, N. Y., & Oduro, S. (2017). Effect of Socio-Economic Factors on Entrepreneurial Activities in Cape Coast, Ghana. *Journal of Entrepreneurship and Business*, 5(1), 1-16.

-Nyarku, K. & **Oduro, S.** (2017). Importance-Performance Matrix Analysis of Service Quality and Customer Satisfaction in the Ghanaian Banking Industry, *International Journal of Academic Research in Business and Social Sciences*, 7(7), 532-550

-*Nyarku, K. & Oduro, S. (2017). Effect of Legal and Regulatory Framework on SMEs Growth in the Accra Metropolis of Ghana. *International Journal of Entrepreneurship and Innovation*, 19(3), 207-217

-Nyarku, K. & **Oduro, S.** (2017). Examining the Effect of Corruption and Bureaucracy on SMEs Growth in the Kumasi Metropolis of Ghana. GAUP_Conference_Proceedings_2017_(1) 154. Available at <https://pub.h-brs.de/frontdoor/index/index/docId/3425>. doi:10.18418/978-3-96043-060-5_154

-**Gbadeyan, R. A.**, Oduro, S. & Boohene, R. (2017). Importance-Performance Matrix Analysis of the effect of Packaging elements on Customer Purchase Decision: Evidence from PZ Cussons, Ghana. *Central Inquiry Journal*, 4 (2) 21-32.

-**Oduro, S.** (2019). Analyzing the Nexus Between Entrepreneurial Orientation and Innovation Outcomes in the Ghanaian Social Enterprise Context: Interaction Effect of Organizational Unlearning. Conference proceeding, International Conference on Social Entrepreneurship and innovation, IRC research proceedings, 1200-1210.

Accepted in Print

- *Haylemariam, L. G.*, Oduro, S., Mainolfi, G., Alessandro De Nisco, A. (2022). Women entrepreneurial orientation: A systematic literature review. *Entrepreneurial Business and Economics Review*"

- *Haylemariam, L. G.* & **Oduro, S.** (2023). Entrepreneurial Agility Orientation and Firm Performance of IT Firms: A Mediated-moderated model. *Journal of Entrepreneurship, Management and Innovation (JEMI)*. 2nd round of review

Book Chapter

- Matarazzo, M., **Oduro, S.** & Marsiglia, B. (2024). A meta-analysis on the role of green marketing in SMEs and its payoff. EMAB book, Palgrave publications

Working papers

2024

Haylemariam, L. G., Cristofaro, M., **Oduro, S.** & Cucari, N. (2024). Greening Social Enterprises: Enhancing Environmental Performance Through Innovative Business Models. *Journal of Small Business and Enterprise Development* (1st round of review)

Rovelli, P., **Oduro, S.**, Sanassi, S., Marchetti, M., & De Massis, A. (2024). Family influence on firm engagement in CSR: A meta-analytic review and directions for future RESEARCH. Special Issue, *Entrepreneurship Theory and Practice*.

2023

-*Oduro, S.* & *Haylemariam, L. G.* (2023). Effect of Social Digital Responsibility (CDR), firm reputation, and organizational ambidexterity. A mediation analysis. *Technology in Society* (1st round of review)

-*Oduro, S.*, *Haylemariam, L. G.*, Mainolfi, G., De Nisco, A. (2023). Does corporate sustainability impact SMEs' competitiveness? A meta-analytic review. Sinergie-SIMA 2023 conference, Bari, Italy

-*Oduro, S.* Romoli, A., Cardinali, S., Mainolfi, G. & De Nisco, A. (2023). Impact of Salesforce Automation and social selling technologies on Salesforce performance: A meta-analytic review. European Academy of Marketing (EMAC) 2023 conference, Odense, Denmark.

Oduro, S. Romoli, A., Cardinali, S., Mainolfi, G. & De Nisco, A. (2023). Impact of Salesforce Automation and social selling technologies on Salesforce performance: A meta-analytic review (Short abstract). Global Sales Science Institute (GSSI) conference 2023, Toronto, Canada.

2022

-Oduro, S., De Nisco, A. & Mainolfi, G. (2022). Digital technologies and firm performance: A meta-analysis. American University in the Emirates 4th International Conference 2022.

-Oduro, S. & De Nisco, A. (2022). Does digitalization equal monetization? A meta-analysis of the impact of digital technologies on firm performance. Strategic Management Society (SMS) London Conference (2022).

-Mainolfi, G., De Nisco, A., Diamantopolous, A., Oduro, S. & Dragana, M. (2022). Country stereotypes as mediators of the countervailing influences of consumer xenocentrism and animosity on purchase behaviors. EMAC conference 2022.

2021

-Oduro, S. (2022). Entrepreneurial Orientation and social enterprises performance: the mediating roles of organizational ambidexterity and organizational unlearning, Emerald publishing group.

Feb 2024: Becoming Digital? An investigation of digital transformation and organizational identity in family firms

EurFBC Seminar

Jan 2024: "Crafting Imagined Lives: Craft and Becoming (social) Entrepreneur."

Free University of Bolzano

March 2023 23rd: "Introduction to NVIVO" (Online)

The Association of Professional Researchers & Academicians- The APRA

March 2023 14th-16th:

Theme: "Research Innovations in Sustainable Marketing: A Global Virtual Symposium (RISM2023)"

RISM2023 Team

"Expert Panel Discussion: Opportunities for Innovative Research in Sustainable Marketing"

Jun-July 2022:

Theme: Workshop on systematic review and meta-analysis

Association of Professional Researchers & Academicians (APRA)

May 2022:

Theme: How to Publish in Top Tier & SSCI Indexed journals, IFITT TURKEY CHAPTER

May 2021:

Theme: Workshop on Qualitative Research and Data Analysis using Nvivo, GLOSERV, University of South Florida

April 2021:

Theme: How to improve article acceptance rate and publish quicker: a guide to getting published, Emerald Publishing Group

Theme: "Marketing Ideas: How to Write Research Articles that Readers Understand

**Academic
Seminars/worksh
ops**

and Cite," Journal of Marketing.

Sept 2020

Theme: How to peer review Sage publishing, Online (Zoom).

Nov 2019

Theme: Measurement techniques & quantitative analysis, University of International Studies of Rome-UNINT

Oct 2019

Theme: Publishing in Highly ranked journals: The (Bumpy) Road to (Possible) (Success), University of International Studies of Rome-UNINT

May 2019

-Theme: The Role of Business Planning and Project Management

-Theme: Workshop on research methods: Experimental research

-Theme: How to identify interesting research questions

Mar 2019

Theme: Crafting a paper for international journals
Entrepreneurship Seminar (Sapienza University)

June 2018

Theme: Technology Entrepreneurship—From Invention to Commercialization
Entrepreneurship Seminar (Sapienza University)

Oct 2017

Theme: Entrepreneurship: Current Issues and Perspective
Trantelli Lecture (Sapienza University)

Jul 2017

Theme: Inequality and Rents (Profit)

Digital Magics (Sapienza University)

Apr 2017

Theme: Incubator and Entrepreneurship Development
Economics Conference Sapienza University

Oct 2016

Theme: The European Banking Sector: New Rules, New Supervisors
Business Seminar Sapienza University

May 2016

Contractual Risk Management, Digitization, and Industry 4.0 UCC-UONBRUSU Conference

June 2015

Theme: Promoting Sustainable Enterprise Development:
The Role of the Industry-Academia Youth Forum

April 2015

Theme: Talent hunt and empowerment forum Success Conference (University of Cape Coast)

June 2012

-Theme: Igniting passion for excellence

-Theme: Moving Beyond Your Boundaries, University of Cape Coast

NA

**Publications
about the
applicant**

Further data

Presentations at scientific conferences over past 3 years

-Matarazzo, M., **Oduro**, S. & Marsigalia, B. (2023). Green Marketing and SMEs performance: A meta-analysis. 16th Annual Conference of the EuroMed Academy of Business (EMAB) entitled: Business Transformation in Uncertain Global Environments, September 27th-29th, 2023, in Vilnius, Lithuania.

-Mainolfi, G., Vergura, D. T., **Oduro**, S. & De Nisco, A. (2023). Green guilt or green pride? The influence of anticipated emotions on sustainable fashion consumption. SIM CONFERENCE 2023, Cagliari from 24-27 September 2023.

-Haylemariam, L. G., **Oduro**, S., Mainolfi, G., De Nisco, A. (2023). Does corporate sustainability impact SMEs' competitiveness? A meta-analytic review. Sinergie-SIMA 2023 Conference REDISCOVERING LOCAL ROOTS AND INTERACTIONS IN MANAGEMENT. June 29th and 30th, 2023, Bari - Italy

-**Oduro**, S. Romoli, A., Cardinali, S., Mainolfi, G. & De Nisco, A. (2023). Impact of Salesforce Automation and social selling technologies on Salesforce performance: A meta-analytic review. European Academy of Marketing (EMAC) 2023 conference, Odense, Denmark.

-**Oduro**, S. Romoli, A., Cardinali, S., Mainolfi, G. & De Nisco, A. (2023). Impact of Salesforce Automation and social selling technologies on Salesforce performance: A meta-analytic review (Short abstract). Global Sales Science Institute (GSSI) conference 2023, Toronto, Canada.

-**Oduro**, S., Matarazzo, M., Gennaro, A. & Marsigalia, B. (2022). Does green marketing pay off? A meta-analytic review. XIX Società Italiana Marketing Annual Conference, University of Salerno, Salerno October 20th - 21th 2022.

-**Oduro**, S., Mainolfi, G. & De Nisco, A. (2022). Effects of country image on consumer willingness to pay more: A mediated-moderated analysis in high-end design furniture context. XIX Società Italiana Marketing Annual Conference, University of Salerno, Salerno October 20th - 21th 2022.

-**Oduro**, S. & De Nisco, A. (2022). From Industry 4.0 to innovation ambidexterity to firm performance: A MASEM analysis. EURAM 2022, Zurich

-**Oduro**, S., De Nisco, A. & Mainolfi, G. (2022). Digital technologies and firm performance: A meta-analysis. American University in the Emirates 4th International Conference 2022.

-**Oduro**, S. & De Nisco, A. (2022). Does digitalization equal monetization? A meta-analysis of the impact of digital technologies on firm performance. Strategic Management Society (SMS) London Conference (2022).

-**Mainolfi**, G., De Nisco, A., Diamantopolous, A., **Oduro**, S. & Dragana, M. (2022). Country stereotypes as mediators of the countervailing influences of consumer xenocentrism and animosity on purchase behaviors. EMAC conference 2022.

-**Oduro**, S., Kot, D.A., Clandastine, S. & Vincenzo, Cripò (2021). Synthesizing 17 Years

of Open Innovation Research: A meta-analysis of its impact on firm performance, EURAM 2021 conference, Quebec Canada, ISSN 2466-7498 and ISBN: 978-2-9602195-3-1.

-*Oduro, S. & De Nisco, A. (2021), Beauty in Retailing: A meta-analytic review of the effect of design atmospherics on shopping outcomes.*" Global Conference on Services and Retail Management (GLOSERV 2021).

-*De Nisco, A, & Oduro, S. (2020).* Partitioned country of origin effect on consumers behavior: a meta-analytic review of the empirical evidence, EMAC Regional 2020 Annual Conference, Zagreb, Hungary, September 16-19, 2020

-*Oduro, S. & De Nisco, A. (2019).* State of the art and evolution of partitioned country of origin research: A systematic literature review of empirical evidence. SIM conference, Piacenza, Italy, 24-25th October, 2019.

-*Oduro, S. (2019).* Analyzing the Nexus Between Entrepreneurial Orientation and Innovation Outcomes in the Ghanaian Social Enterprise Context: Interaction Effect of Organizational Unlearning. Social Entrepreneurship and Innovation Conference, Barcelona, Spain. May 24-26

-*Nyarku, K. & Oduro, S. (2017).* The Effect of Corporate Social Responsibility on Marketing Performance in Manufacturing Firms: The Mediating Effect of Supplier Relationship Management. At 1st Annual ACADEMIA AND INDUSTRY CONFERENCE - "Contemporary Business Management Practices, Issues, and Policies" from 25th-26th October 2017, at School of Business, University of Cape Coast.

-*Oduro, S. & Nyarku, K. (2017).* Examining the Effect of Corruption and Bureaucracy on SMEs Growth in the Kumasi Metropolis of Ghana. The 6th Annual Conference on "Universities, Entrepreneurship and Enterprise Development," University of Nairobi, Kenya, 19th July 2017!

-*M Michela, C Stefano, NMR De Nisco Alessandro, Oduro, S.* A Segmentation Approach to Country Image. A study on Perception of Italy across seven Emerging Markets, Naples Forum on Service. Www. <http://www.naplesforumonservice.it/>

Computer/statistical skills for research

- Vosviewer,
- Biblioshiny,
- CMA,
- SPSS,
- AMOS,
- SEM- PLS,
- Gretl
- Watson Explorer

Entrepreneurship

-Registered company: **CASSAPO LTD, Ghana**

Company Limited by shares: consists of four owners.

I will serve as the managing director after full operationalization and commercialization

Main activity: Production and sale of organic, starch-free gari to students in Ghana and Africa

-Commercial farming: **Tomatoes and cabbage** production

Statement of interest

In these five years, as indicated earlier, I have been involved in conducting cutting-edge research in the areas of sustainability, innovation management, entrepreneurship, digital technologies, and international marketing in SMEs, both family and non-family businesses, employing diverse methodologies of qualitative and quantitative study designs as an independent researcher. Mainly, I have used diverse methodologies like meta-analysis and systematic reviews to build performance theories using empirical evidence and data collected from varying contexts, as reflected in my outlined publications.

Overall, I envisage my contributions to the Cluster of Entrepreneurship and Innovation Management, Faculty of Economics, and the University of Bolzano at large based on my skills, experience (analytical, teaching, research), passion, and interest, as elucidated below:

-Capacity, skill, passion, and experience to carry out edge-cutting research, supervise research dissertations of MSc and BSc students, and assess research works quality and nobility. I would be able to pursue world-class research and business engagement in the field of family business under the supervision of Prof. De Massis

-Skill, experience, and ability to teach courses at both undergraduate and postgraduate levels.

-Skill and ability to attract external funding via competitions in academic, technical, and industrial-based programs and competitions.

-Skill, exposure, and experience in delivering presentations at scientific conferences as reflected in my national and international conference presentations, with some winning best paper awards. This will increase the international exposure, research visibility, and reputation of the University of Bozen-Bolzano

-Passion, interest, and skill to work in interdisciplinary contexts as reflected in my publications (Entrepreneurship, marketing, and innovation management)

-Experience and capability to harness opportunities and develop innovative teaching methods worthy for students' advancement and enlightenment to grow their knowledge in family business while equipping them with employable skills through scholarships and internship activities

-Experience and ability to support the transfer of knowledge regarding family business via business engagement and training initiatives for family entrepreneurs and students

-Skill, experience, and availability for organizing events like seminars and workshops, particularly on family business and research methodology (like meta-analysis and systematic reviews) at the Free University of Bozen - Bolzano for students at all levels (high school, undergraduates, post-graduate, and Ph.D.).

-Working collaboratively with Prof. De Massis, I will be able to contribute to the development platform on family business management within the Cluster of Entrepreneurship, Innovation Management at the Faculty of Economics by examining the distinctive organizational goals, processes, and outcomes engendered by family involvement in competitive business as well as other evolving management themes.

Language competence

-English: Official Language
-Italian: B1
-French A1

Hobby

-Writing articles,
-Editing articles
-Nuggets,
-Watching or playing football

