



# THE RESEARCH ADVOCATE

The Research Advocate is a quarterly newsletter published by the Directorate of Research, Innovations and Development (DRID) of GIJ

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## DRID SETS MARCH 15 AS DEADLINE FOR FULL PAPER SUBMISSIONS

*By Emmanuel Kwarteng (Journalism, L400)*

The Directorate of Research, Innovation and Development (DRID) has set March 15, 2022 as the deadline for submission of full manuscript for its book publication titled: “The Pandemic, Africa, and the Role of Communication.”

This call for papers is focused on examining the role of communication/media during this public health crisis even as the virus affects nations and continents across the world including Africa.

Director for DRID, Dr. Etse Sikanku indicated that the publication will serve as the University’s contribution to knowledge on the role of “media and communication in light of the coronavirus pandemic,” adding that, “the unique thing is that, this is solely focused on Coronavirus and Africa and how communication can help to address the global pandemic.”

Dr. Sikanku further stated that the book will be made available to various media houses and stakeholders as well as the general public.

“Findings will be disseminated to the media and there will be an official launch. The book will be made available to the general public. It is related to a health issue which is one of the biggest public health crisis in contemporary times. This is one way a university such as GIJ can contribute to public issues through rigorous research and academic publications,” said Dr. Sikanku.

The book welcomes research from different communication perspectives regarding the place of language in addressing the pandemic in communities and nations across Africa. Articles can be grounded in the quantitative or qualitative research paradigm.

Meanwhile, DRID has notified scholars of acceptance or rejection of abstracts in December last year before the submission of the full manuscript (6,000 – 8,000 words) on March 15, 2022. Full paper revisions will be on April 5, 2022, for onward book publication on May 15, 2022.

# 75 GOVERNMENT SECTOR PROS TO BE TRAINED BY GIJ



*From the extreme left, Dr. Ike Tandoh, Prof. Eric Opoku Mensah, Hon. Kojo Oppong Nkrumah, Mr. David Owusu -Amoah and Mrs. Ethel Cudjoe-Amisah*

*By Ike Tandoh*

The Ghana Institute of Journalism (GIJ) has signed a Memorandum of Understanding (MOU) with the Ministry of Information (MoI) to train about 75 Public Relations Officers of the Information Service Department (ISD).

The purpose of the training is to build their capabilities and share modern trends of the PR profession with all the PR officers of the Information Service Department. The signing took place at the ministry's conference center on Wednesday, the 3rd of November 2021.

The Minister for Information, Hon. Kojo Oppong Nkrumah expressed his happiness and optimism that the MOU between GIJ and MoI was in the right direction as the focus of the training would go a long way to enhance the professionalism of Government communicators particularly PR officers of the ISD

He added that the time has come for all Government communicators to be professionally

trained and equipped to observe all the highest standards and ethics of the PR profession.

He expressed the hope that GIJ as the leading University of PR education in the country would support the ministry to make this vision becomes a reality for the benefit of Ghana.

The Vice-Rector, Prof. Eric Opoku Mensah, signing on behalf of the Ghana Institute of Journalism, avowed that the call by the Minister was in the right direction adding that GIJ was honored to be selected to lead this crusade of shaping and raising the standards of PR practice in the Government sector.

Professor Opoku Mensah emphasized that GIJ, a fast-growing university specialized in communication education, would always be at the forefront of ensuring that the framing and practice of PR and Journalism in the country is always top notch to contribute to the development of the country.

# FIRST AND SECOND LADIES RESEARCH INITIATIVE LAUNCHED BY DIRECTORATE OF RESEARCH AT GIJ

The Directorate of Research, Innovation and Development (DRID) at the Ghana Institute of Journalism (GIJ) has announced a new initiative aimed at fostering empirical studies into media representations of the first lady, second lady and other female public figures in Ghana. Known as the First and Second Ladies' Research Initiative, the project seeks to systematically document the role of presidential and vice presidential spouses under Ghana's democratic dispensation, the role of communication in their work and media coverage of the offices.

According to a recent announcement by the Directorate of Research, Innovation and Development (DRID), the research contributes to the constantly understudied area of female participation in public affairs. The announcement highlighted the importance and significance of providing safe spaces for female participation in public life, including the media ecosystem.

Although the office of the first lady is not an elected one, their work and representations can have profound impact on society and the efforts towards female empowerment.

Historically females have been disadvantaged in terms of coverage, participation and access



Credit: <https://citinewsroom.com/2021/12/first-ladies-research-and-education-initiative-launched-by-directorate-of-research-at-gij/>

within the political and media space. The academic project seeks to examine the gendered nature of news portrayals, issues of representation, women empowerment and implications for Ghana's democracy.

Director of DRID, Dr Etse Sikanku says the initiative will be extended to focus on other key areas where females are politically active such as parliament, political parties and other areas of diverse interest. He noted that the biases and nature of the gendered mediation makes it imperative to interrogate language choices used in news reportage of females.

## UPCOMING ACTIVITIES (FIRST QUARTER)

### JANUARY

- GIJ Inter- faculty research seminar by Faculty of Integrated Communication Sciences.
- Writing Clinic

### FEBRUARY

- Pre-Project work supervision seminar.
- Training on Structural Equation Modelling.
- Writing Clinic

### MARCH

- Public Lecture by Prof. Isaac Abeeku Blankson.
- Writing Clinic

# STAFF RESEARCH PROFILE

## GEORGE ASAMOAH (PHD)

By James Avedzi



Dr. George Asamoah  
Lecturer, GIJ

**D**r. George Asamoah is the Coordinator of the Department of Marketing and a Lecturer at the Faculty of Public Relations, Advertising and Integrated Marketing at the Ghana Institute of Journalism - GIJ. He has also served as Head and Acting Head of Marketing and Advertising at the above faculty.

Dr Asamoah holds a B. A (Hons) in Political Science and Economics from the University of Ghana. He also holds both MBA and MPhil in

Marketing from the University of Ghana. He has a Diploma in Public Relations and Advertising from the Ghana Institute of Journalism. Aside from the field of academia, Dr Asamoah is a Marketing professional having had stints with various enterprises in Ghana. He served as Marketing Manager at Ghana Life Insurance, Senior Sales and Relationship Manager at Barclays Bank (Ghana), Headed Corporate Sales at Globacom (Ghana) Head of Sales/Marketing (West Africa) Isopanel Limited, and Deputy Managing Director and Marketing Manager at Premier Meat Products Ltd., just to mention a few. He is a member of the American Marketing Association and the Institute of Public Relations.

Dr Asamoah has had over nine years of teaching experience and his areas of interest are; Entrepreneurship, Social Media Marketing, Principles of Marketing, Marketing Communications, Marketing Management, Strategic Marketing Planning, Business Communications, Marketing Research, Consumer Behaviour, Sales Management and Products/ Brands Management,

Playing golf is his hobby. Dr. Asamoah is also a proud VANDAL and a product of St. Augustine College, Cape Coast.

### PUBLICATIONS

1. **Asamoah G**, Afum E, Kusi L Y, Agyabeng-Mensah Y & Baah C (2021). *Exploring the Indirect Role of Green Business Practices in Transmitting Eco-Market Orientation into Positive Organizational Outcomes: An Empirical Study*. Journal of Management of Environmental Quality. MEQ-06- 2021-0142.R1
2. **Asamoah G**, Coffie I, & Kusi L (2021). *Radio Advertising and Customers' Purchase Intention: Lessons from a Global Bank in Ghana - Marketing Communications in Emerging Economies- Foundational and Contemporary Issues*.
3. Amoako, G., Omari, P., Kumi, D. K., Agbemabiase, G. C. & **Asamoah, G.** (2021). *Conceptual Framework – Artificial Intelligence and Better Entrepreneurial Decision-Making: The Influence of Customer Preference, Industry Benchmark, and Employee Involvement in an Emerging Market*. Journal of Risk and Financial Management, 14:604, 1-20.
4. Odoom, R., Mensah, P., & **Asamoah, G.** (2017). *Branding efforts and SME performance – An empirical investigation of variation across firm sizes and business sectors*. Journal of Research in Marketing and Entrepreneurship, 19(1), 59-76.

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# STAFF RESEARCH PROFILE

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## GEORGE ASAMOAH (PHD)

### CONFERENCES ATTENDED

1. 2018 Annual Conference of the Emerging Markets Conference Board and EMCBC Doctoral Colloquium at Wits Business School, in Johannesburg, South Africa, April 2018.
2. 1st Africa Graduate Conference holding at Wisconsin International University College, Ghana, August 2018.
3. 4th UGBS Conference on Business and Development, University of Ghana Business School Graduate Block, Accra, Ghana, 2016. Theme: *Peaceful Elections: The Role of Academia and Business*.

### COMMUNITY SERVICE

Dr Asamoah among his numerous capabilities has also served the community in numerous ways. He is currently the University Teachers Association of Ghana (UTAG-LEC)-Vice President – 2021- Present. He is the Ghana Institute of Journalism-Convocation-Vice Chairman-2020-Present. Dr Asamoah is the Ghana Institute of Journalism ALUMNI-National Organizing Secretary- 2018-Present. He is also the external examiner (PhD) of Nelson Mandela University, South Africa from 2021 to the Present. He is also currently a member of the Ghana Tertiary Education Commission (GTEC) Accreditation of Programmes Panel Member 2021 - Present. He was a member of the Tender and Housing Committee (Ghana Institute of Journalism) Member 2017-2018. He is a member of the Workshop and Conferences Committee (Ghana Institute of Journalism) 2017 - 2018. Finally, Dr Asamoah is also a member of the Wisconsin International University College - MBA External Examiner 2016-Present.

## STAFF PUBLICATIONS

**Aboagye Da-Costa, C., Opoku-Mensah, E & Machator, D.** (2021) *Gatekeeping for survival: Evidence from online news portals in Ghana*. *New Media and Mass Communication*, 99, 10-19.

Amoako, G., Omari, P., Kumi, D. K., Agbemabiase, G. C. & **Asamoah, G.** (2021). *Conceptual Framework – Artificial Intelligence and Better Entrepreneurial Decision-Making: The Influence of Customer Preference, Industry Benchmark, and Employee Involvement in an Emerging Market*. *Journal of Risk and Financial Management*, 14:604, 1-20.

### CONFERENCE PRESENTATIONS

**Awuku, B. O.** (2021). *Humour in times of crisis: insights from covid 19 related memes*. In Conference proceedings of the 4th University Of Ghana School Of Languages Conference (Solcon IV) 3rd – 5th November 2021.

**Dzineku, T. E & Tindi, S.** (2021). *Media literacy training in higher education: The case of Ghana Institute of Journalism*, in Proceedings of the 1st Trends in Media and Communication Conference organized by the Department of Communication Studies, University of Ghana, Legon on 20th October, 2021.

**Obeng-Hinneh, R.** (2021) *Covid-19 and intimate partner violence: a literature review*, In proceedings of the 5th Annual Conference of the Ghana Sociological and Anthropological Association (GSAA) held on 16 – 17th September, 2021 at the University of Ghana, Legon on the theme: Ghana social life and the Covid-19 pandemic.



# ACU grants and QECS calendar

The ACU is committed to delivering educational opportunities that make a positive and lasting difference. We provide a range of funding opportunities to enable university staff and students to pursue world-class research and innovation. Some opportunities are open to all, while others are available only for ACU members.

Below are the current funding opportunities for the year 2021-2022. If you would like further information please visit our website - [acu.ac.uk/funding-opportunities/view-all/](https://acu.ac.uk/funding-opportunities/view-all/) - or contact [membership@acu.ac.uk](mailto:membership@acu.ac.uk)

Week of opening	Funding	Description
<b>31 January 2022</b>	Virtual Mobility Project Grants	These grants provide funding for ACU members to deliver a virtual mobility project – such as an online summer school – in partnership with another ACU member university.
<b>21 February 2022</b>	Peace and Reconciliation Network Grants	Grants for professional and academic staff at ACU member universities to support collaborative work focused on the ACU Commonwealth Peace and Reconciliation Network’s priority themes.
<b>21 March 2022</b>	Higher Education and the SDGs Challenge Grants	Grants for professional and academic staff at ACU member universities to support collaborative work focused on the Higher Education and the SDGs Network’s priority themes.
<b>28 March 2022</b>	Queen Elizabeth Commonwealth Scholarship - cycle 2 2022-23	Open to applicants from any Commonwealth country, the scholarships provide a unique opportunity to study for a two-year Master’s degree at an ACU member university in a low or middle income country.
<b>4 April 2022</b>	ACU Fellowships	Fellowships for academic and professional staff at ACU member universities to promote the exchange of knowledge, skills, and ideas between members.
<b>2 May 2022</b>	Routledge Commonwealth Studentships	The PhD studentships provide funding for research projects on Commonwealth-related themes.
<b>30 May 2022</b>	Martha Farrell Memorial Fellowships	Fellowships for staff training and support for effective anti-sexual harassment initiatives at their home university.
<b>20 June 2022</b>	HR in HE Community Challenge Grants	Open to staff working in the area of human resources, the HR in HE Community Challenge Grants support the essential work of HR within universities and the aims of the HR in HE Community.

# FACULTY OF PUBLIC RELATIONS, ADVERTISING, AND MARKETING HOLDS 4TH FACULTY SEMINAR SERIES

By *Diana Boakyewaa Amoako*

The faculty of Public Relations, Advertising, and Marketing of the Ghana Institute of Journalism (GIJ) held its 4th Faculty Seminar Series December last year. This final seminar before the close of the academic year had two key presentations from Dr. Mavis Essandoh, Acting Dean of the Faculty of Public Relations (PR) Advertising, and Marketing, and Mr. Bright Senanu, a Consumer Behaviorist and Marketing Communications Specialist.

The objective of the seminar was to educate the public on Dr. Essandoh's latest research findings on the communication strategy of the Ghana National Fire Service (GNFS) and the National Disaster Management Organisation (NADMO) before, during, and after crisis, and whether it was helping them to perform their duties effectively.

Speaking on the topic; "Fighting Real Fire? The Case of Two Ghanaian Crisis/Disaster Management Organisations," Dr. Essandoh noted that the two bodies do not use social media to effectively engage with the public in this era of new media. She said on rare occasions when they did, most of their materials were in English



*Dr. Essandoh presenting at the seminar*



FACULTY OF PUBLIC  
RELATIONS, ADVERTISING  
AND MARKETING PRESENTS  
ITS...

## 4th Faculty Seminar Series

Friday 10th December, 2021 |  
10AM-12PM | Seminar Room,  
First Floor, North Dzorwulu  
Campus

- 9:30 am -Presenters and Guests seated
- 9:50 am- Welcome address
- 10:00 am- First Presentation
- 10:30 am- Conversation on first presentation
- 10:45 am- Tea break
- 11:00 am- Second presentation
- 11:30 am- Conversation on the second presentation
- 11:55- Closing Remarks/ Close



Dr. Mavis Essandoh  
"Fighting real fire? The case of two  
Ghanaian crises/disaster  
management organisations."



Bright Senanu  
"Challenges of theorising and  
publishing from marginalised and  
peripheral contexts"



All Covid protocols will be observed

Language, shortchanging those who were not literate in that language.

Touching on the role of related disaster management players, she observed that the Ghana Water Company Limited (GWCL) renders a very important service to the GNFS in the discharge of their duty, but a recent stand-off in the media has resulted in bad communication relations between the two. She said the two organisations need a clear direction of operations, and adequate resources to effectively discharge their services.

On the other hand, she urged the public to exercise caution in their day-to-day activities which have the potential of causing fire outbreaks.

Dr. Essandoh concluded by urging the Ghana National Fire Service (GNFS) and the National

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# FACULTY OF PUBLIC RELATIONS, ADVERTISING, AND MARKETING HOLDS 4TH FACULTY SEMINAR SERIES

*cont'd from pg 7*



*A cross-section of participants at the seminar*

Disaster Management Organisation (NADMO) to continually observe World Disaster Day which comes off every 13th October and use the opportunity to educate the general public. This is a situation she believes will help minimize the incidents of fire outbreaks and its impact on individuals, families, institutions, and the Ghanaian society.

Her research helps to bridge the already existing gap between other research subjects and the research on disaster.

Speaking on “Challenges of Theorizing and Publishing from Marginalized and Peripheral Contexts,” Mr. Bright Senanu believes that the world geopolitics, literacy issues in our part of



*Mr. Senanu presenting his research at the seminar*



*Participant contributing at the seminar*

world, low level of collaboration between corporations and researchers at the social and business sciences, and others, are some contributing factors to the problem.

According to him, “more efforts must be made to understand the unique structures and phenomenon that plays out in our context or part of the world. This is to imply certain things that play out in USA can play out differently in the context of Ghana. Not reading the instructions given for research publications or research journals can also become a challenge”

As a researcher himself, Mr. Senanu recommended that Ghanaian researchers need to “run more experiments which are peculiar to our scope and make extension to existing theories to understand our contextual peculiarities, to help find unique solutions to our problems.”

He concluded that in theorizing in research, “grounded theories, theory induced approaches, case study approach ethnography, which are also suitable for modeling theories and knowledge evolvment are the best ways of making research more relevant to solving problems.”



**GHANA INSTITUTE OF JOURNALISM  
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