Dr. Philip Siaw Kissi

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PROFILE

Philip Siaw Kissi (PhD, MPhil, MEd, BEd), Senior Lecturer in the Management Sciences Department at the University of Education, Winneba. Former Vice Dean of Student Affairs. Currently Co-ordinator for Research, Grant Sourcing and Proposal Development Unit at the Directorate of Research, Innovation and Development (DRID) of the University of Education

RESEARCH

Interests	Management Information Systems · Business Analytics · Social Media · Digital Learning
Areas	Information Systems and Management · Sociology and Political Science · Communication · Education · Management Information Systems · Strategy and Management

RESEARCH SUMMARY

30	595	9	9	2.28	28%
Publications	Citations	h-index	i10-index	Field-weighted impact	World top 10%

Counted from the 30 publications listed below, 2016–2026. Field-weighted impact is the mean over the 18 works scored for it; 1.00 is the world average for works of the same field, type and year. 5 of the 18 papers scored for it are among the world's most cited tenth for their field, type and year.

POSITIONS

Lecturer, Vice Dean of Students Affairs 2019–present
School of Business, Department of Management Sciences, University of Education Winneba, Winneba, Ghana

Lecturer 2016–2019
Management Information Systems, Cyprus International University, Lefkoşa, North Cyprus via Mersin 10, Turkey

Part-time instructor; Full-time research associate; Course advisor; President of MIS club 2016–2018
School of Applied Sciences, Cyrus International University, Nicosia, Turkey

Assistant Director II 2008–2016
Mathematics, Ghana Education Service, Accra, Ghana

EDUCATION AND QUALIFICATIONS

PH.D 2016–2019
Management Information Systems, Cyprus International University, Nicosia, Turkey

M.Phil Mathematics Education 2013–2015
Mathematics Department, University of Education, Winneba, Winneba, Ghana

M.ED Mathematics 2009–2011
Mathematics Department, University of Education, Winneba, Winneba, Ghana

B.ED Mathematics 2003–2007
University of Education, Winneba, Winneba, Ghana

DISTINCTIONS, MEMBERSHIPS AND SERVICE

Lecturer
Management Sciences, University of Education Winneba, Winneba, Ghana

University Teachers' Association Ghana
WINNEBA, Ghana

PUBLICATIONS

Journal articles 27

1. **Philip Siaw Kissi**, Opoku Gyabaah, Vera Ami Ayitey (2026). Job autonomy-technology collaboration and digital disruption on job insecurity and its implication on employee health in aviation industry: moderation effect of emotional intelligence. *SN Business & Economics*. https://doi.org/10.1007/s43546-026-01055-2
2. **Philip Siaw Kissi** (2026). Social media engagement and pedestrian bridge utilisation: investigating impacts of anticipated regret and community enforcement visibility. *Journal of Transport and Sustainability*. https://doi.org/10.1108/jtas-08-2025-0051
3. **Philip Siaw Kissi**, Isaac Brako, Opoku Gyabaah (2026). Unveiling the association between big data analytics capability and political campaign performance: the role of voter engagement and digital opportunism. *SN Social Sciences*. https://doi.org/10.1007/s43545-026-01734-9
4. **Philip Siaw Kissi** (2025). Data-driven culture analytics capability and road transport service quality: The differing impacts of employee cognitive and emotional empathy. *African Transport Studies*. https://doi.org/10.1016/j.aftran.2025.100051
5. **Philip Siaw Kissi** (2025). Impact of social media health promotion on HIV/AIDS stigma reduction: the role of multi-language campaign and emotional empathy. *AIDS Care*. https://doi.org/10.1080/09540121.2025.2562460
6. **Philip Siaw Kissi** (2024). Big data analytic capability and collaborative business culture on business innovation: the role of mediation and moderation effects. *Discover Analytics*. https://doi.org/10.1007/s44257-024-00010-5
7. **Philip Siaw Kissi** (2024). Examine the influence of collaborative business culture and data-driven analytic capability on business innovation: Moderation role of managerial capability. *Business Information Review*. https://doi.org/10.1177/02663821241264775
8. **Philip Siaw Kissi** (2023). Job seekers satisfy or dissatisfy with the existing electronic recruitment: A theoretical and empirical investigation. *Cogent Business & Management*. https://doi.org/10.1080/23311975.2023.2278233
9. **Philip Siaw Kissi** (2021). Investigating in-service elementary school teachers' satisfaction with participating in MOOC for teaching biological concepts. *Eurasia Journal of Mathematics, Science and Technology Education*. https://www.ejmste.com/article/investigating-in-service-elementary-school-teachers-satisfaction-with-participating-in-mooc-for-9729
10. **Philip Siaw Kissi**, D Opoku (2021). Making information and communication technology as a program in senior high school curriculum: teachers' concerns. *International Online Journal of Education and Teaching*. https://eric.ed.gov/?id=EJ1286628
11. **Philip Siaw Kissi** (2021). Student perception of usefulness and ease using Kahoot, a free web-based tool in a tertiary education setting. *Acta Scientiarum. Technology*. https://www.redalyc.org/journal/3032/303271763001/303271763001.pdf
12. **P.S. Kissi**, P.E. Idoga (2021). Sustainability of an Integrated E-Payment System in Developing Countries. *Journal of applied science and environmental management*. https://doi.org/10.4314/jasem.v25i8.6
13. Daniel Opoku, Rexford Owusu Okyireh, **Philip Siaw Kissi** (2020). Consumer Intention towards the Use of Bible Application. *American Journal of Education and Learning*. https://doi.org/10.20448/804.5.1.72.86
14. **Philip Siaw Kissi** (2020). Determinants of Graduate Business Student's Intention to use Gamification in an

Organization. *Dutse Journal of Pure and Applied Sciences (DUJOPAS)*,. https://www.researchgate.net/profile/Patience-Idoga-Bakre/publication/341579452_Determinants_of_Graduate_Business_Student's_Intention_to_use_Gamification_in_an_Organization/links/5ec823a192851c11a881527e/Determinants-of-Graduate-Business-Students-Intention-to-use-Gamification-in-an-Organization.pdf

15. **Philip Siaw Kissi**, Muesser Nat, Adeleye Idowu (2020). Systematic Review of Web-based Learning Environments in High School Mathematics Education: Attitude, Achievement, Challenges and Possible Solutions / Sustavan pregled mrežnih okruženja učenja u nastavi matematike na sekundarnoj razini obrazovanje: stavovi. *Croatian Journal of Education - Hrvatski časopis za odgoj i obrazovanje*. https://doi.org/10.15516/cje.v21i4.3104
16. **Philip Siaw Kissi** (2019). 1University of Education, Winneba, HRM Department, School of Business 2Cyprus International University, Management Information Systems, School of Applied Sciences. *Croatian Journal of Education*. https://www.academia.edu/download/78541318/342732.pdf
17. **Philip Siaw Kissi**, Wilson Osafo (2019). Quality of Internet Connection, Enjoyment and Gender Influence on University Students' Behaviour to Use Moodle. *International Journal of Information Communication Technologies and Human Development*. https://doi.org/10.4018/ijicthd.2019010104
18. **Philip Siaw Kissi** (2019). Sustavan pregled mrežnih okruženja učenja u nastavi Matematike na sekundarnoj razini obrazovanja: stavovi, postignuća, izazovi i moguća rješenja. *Croatian Journal of Education: Hrvatski časopis za odgoj i obrazovanje*. https://hrcak.srce.hr/file/342732
19. **Philip Siaw Kissi** (2019). The Importance of LMS Use Policy in Higher Education Institutions. *Folklor/Edebiyat*. https://dergipark.org.tr/en/pub/fe/article/618309
20. **Philip Siaw Kissi** (2019). The effects of social media brand personality on brand loyalty in the Latvian banking industry: The mediating role of brand equity. *International Journal of Bank Marketing*. https://www.emerald.com/ijbm/article/37/6/1480/105275
21. Robert Benjamin Armah, **Philip Siaw Kissi** (2019). Use of the van Hiele Theory in Investigating Teaching Strategies used by College of Education Geometry Tutors. *Eurasia Journal of Mathematics Science and Technology Education*. https://doi.org/10.29333/ejmste/103562
22. **Philip Siaw Kissi** (2019). Yükseköğretim Kurumlarında ÖYS Kullanım Politikasının Önemi. *Folklor/Edebiyat*. https://search.proquest.com/openview/1fd2ec3e5281cc88f5de5512fd8fde4a/1?pq-origsite=gscholar&cbl=2049647
23. **Philip Siaw Kissi**, Muesser Nat, Robert Benjamin Armah (2018). The effects of learning–family conflict, perceived control over time and task-fit technology factors on urban–rural high school students' acceptance of video-based instruction in flipped learning approach. *Educational Technology Research and Development*. https://doi.org/10.1007/s11423-018-9623-9
24. **Philip Kissi**, Mustapha Oluwatobiloba, Amankwah Berko (2017). Factors Affecting University Students Intentions to Use Debit Card Services: an Empirical Study Based on UTAUT. *Business Management and Education*. https://doi.org/10.3846/bme.2017.378
25. **Philip Kissi** (2017). Taking business intelligence to business education curriculum: graduate students' concerns. *Business, Management and Economics Engineering*. https://www.ceeol.com/search/article-detail?id=549381
26. **Philip Siaw Kissi** (2016). Effect of Problem-Based Learning on Students' Achievement in Chemistry. *Journal of Education and Practice*. https://eric.ed.gov/?id=EJ1122651
27. **Philip Siaw Kissi** (2016). The Effects of the use of Microsoft Math Tool (Graphical Calculator) instruction on students' performance in linear func tions. *Journal of Education and Practice*. https://www.academia.edu/download/111321403/EJ1109378.pdf

Book chapters 3

1. Stephen Osei Akyiaw, Esther Yeboah Danso-Wiredu, Peter Y. Akayuure, Christiana Hammond, Bernard B. B. Bingab, **Philip Siaw Kissi**, Samuel Kweku Hayford (2025). A Community-Led Approach to Solid Waste Source Separation Through Community Engagements and Communication in Accra. *Advances in environmental engineering and green technologies book series*. https://doi.org/10.4018/979-8-3693-5898-6.ch014

2. Peter Akayuure, Esther Yeboah Danso-Wiredu, Christiana Hammond, Bernard B. B. Bingab, Stephen Osei Akyiaw, **Philip Siaw Kissi**, Samuel Kweku Hayford (2024). Residents' Perceptions and Intentions On Solid Waste Source Separation and Composting Initiatives in Accra. *Advances in environmental engineering and green technologies book series*. https://doi.org/10.4018/979-8-3693-8527-2.ch019

3. **Philip Siaw Kissi** (2021). The Effect of Learning Expectations and Internet Speed on University Student Moodle Usage. *Advances in human and social aspects of technology book series*. https://doi.org/10.4018/978-1-7998-7844-5.ch003